

**Student Media Practicum**

JRSM 4940-001,002, 003, 004

Fall 2017

Online/eCourseware

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Work in practical assignments at student media organizations. Students must work at least 40 hours per credit hour. May be repeated for up to 3 credits. NOTE: Students who have received credit for JOUR 3649, 3800, 4802 (Meeman 901) may not receive credit for JRSM 4940. May be repeated for up to three hours. PREREQUISITE: Permit required and must have earned 45 credit hours. (S/U)

**PREREQUISITE:**

Acquisition of a position in the student media, completion of required paperwork, and permission of adviser and internship coordinator. Earned 45 hours.

**TEXTBOOKS:**

No textbooks required.

**CLASSROOM FORMAT:**

Students are required to work at least 150 hours in the field, gaining structured experience in a chosen area related to journalism and strategic media, and complete an online portfolio.

This class is completely online and all assignments will be delivered through eCourseware.

**GRADING:**

Grades are recorded as Satisfactory or Unsatisfactory. (S/U)

Online portfolio, 25%

Internship report, 25%

Evaluation by your supervisor, 50%

Student media supervisors will be sent a survey link (by email) during the semester in order to assess your performance at the media outlet.

In addition to field experience, students are required to a portfolio of their work from their experience, as well as a written report about the experience. Assignment documents about the portfolio and the report are available in eCourseware on the MyMemphis.edu portal. All assignments must be uploaded to the Dropbox by 5 p.m., December 6, 2017. No late assignments will be accepted.

#### **FIVE PILLARS OF JRSM4940**

- *Professionalism*: Students learn the professional standards of the media industry by discussing and participating in student media experiences. Students polish their online portfolios in preparation for graduation.
- *Writing*: Students write a report discussing their student media work.
- *Multimedia*: Students finalize an online portfolio with inclusion of work specific to their major, for example, broadcast tape, ad layout, newsletter, brochure, etc. and career goals.
- *Critical Thinking*: Students must demonstrate an understanding of the industry and the particular skills needed for entry.
- *Media Literacy*: Students are exposed to the media industry with “hands on” experience in the field.

#### **ASSESSMENT**

##### **PROFESSIONAL VALUES AND COMPETENCIES FOR JRSM4940:**

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work

## **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

### ***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- Students will be able to think critically about the environment in which they work and the role they play in helping to achieve success.
- Students will be able to transfer classroom experiences to the workplace to reach a diverse audience.
- Students will be able to understand their own strengths and limitations.
- Students will be able to articulate the macro and micro factors that shape the success or failure of an organization—economy, politics and community—and the impact that they can make on these factors.

### **Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):**

- Students will write a final report detailing the application of skills during their student media experiences.
- Students will develop a portfolio of work appropriate to their field: a broadcast tape; news clips; ad copy or designs; and public relations writing, layout, or other appropriate work that is approved by the instructor and on-site supervisor.
- Students will work 15 hours per week, or 150+ hours per term.

## **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:**

### *Awareness:*

- Students will become aware of the environment in which they work and the role they play in helping to achieve success.

### *Understanding*

- Students will be able to understand their own strengths and limitations.
- Students will understand the position of their workplace in the broader media landscape.

### *Application*

- Develop a portfolio of work from the student media outlet.
- Evaluation from student media adviser.
- Final report detailing student media experience.

## DEPARTMENT POLICIES

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it

is for an absence because of illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

### **DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.