

**Survey of Media**

JRSM1700-002, C01

Fall 2018

1 p.m.-2:25 p.m. Tuesday/Thursday

100 Meeman Journalism

Instructor: Prof. Otis L. Sanford

Office: 318B Meeman Journalism Building

Office Hours: Monday and Wednesday, 11 a.m. to 12 noon; Tuesday 3 p.m. to 5 p.m. or by appointment

Phone: 678-3669

Email contact: o.sanford@memphis.edu

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

Social background, scope, functions and organization of modern communication media, attention to all major mass communication media; philosophy and goals of modern journalism; impact on governmental, social and economic systems.

**PREREQUISITE:**

None

**TEXTBOOK:**

*Mass Communication: Living in a Media World*, 6th edition, Ralph E. Hanson.

ISBN 978-1- 5063-4446-1

You may use the paperback book (new or used) or the loose leaf bundle of the 6<sup>th</sup> edition, which is the same material and page numbers, but \$10-\$15 cheaper than the bound paperback. If you buy the loose-leaf bundle, you merely put it in any loose leaf notebook you have. Material is exactly the same and both come with the same extras. Tiger Bookstore, which is about a block from campus, is considerably cheaper for both the bound book and loose-leaf book than the on-campus bookstore, though some scholarships require you to buy it on campus.

**Loose leaf:**

Bundle ISBN: 9781506365824

CUSTOM BUNDLE: Hanson: Mass Communication 6e + Hanson: Mass Comm IEB + Communication Career Guide.

or

**Bound Paperback:**

Bundle ISBN: 9781506344461

CUSTOM BUNDLE: Hanson: Mass Communication 6e + Hanson: Mass Comm IEB + Communication Career Guide.

or

*If you would like to save money by buying the 4<sup>th</sup> or 5<sup>th</sup> editions of this book instead of the 6<sup>th</sup>, I can give you a list of the readings (same material as 6<sup>th</sup> edition, but different page numbers). The 6<sup>th</sup> edition is probably all that will be available in the campus bookstore, but the 4<sup>th</sup> and 5<sup>th</sup> editions can be found online or at used textbook stores near campus.*

**CLASSROOM FORMAT:**

Lecture and discussion will be used in the teaching of the class, and students will be tested on lectures by the professor and guest speakers, as well as textbook readings. That means class attendance is essential for a good grade.

**GRADING:**

A: 900-1,000 points

B: 800-899 points

C: 700-799 points

D: 600-699 points

F: 599 points and below

There will be three major tests, each counting 200 points toward your final grade. You will be tested on only the material covered since the last test. There will be several quizzes on the PowerPoint presentations and some of the textbook readings you will be assigned. Each of these counts 25 points. There will also be a 30-point ethics quiz and four 50-point media assignments (specifics to be announced).

No laptops or any other electronic devices are to be used in class without express permission from the instructor for classroom discussion. This especially includes texting and anything else that can possibly be done with an electronic device. Cell phones must be off and put out of sight during the length of the class. If any student is caught using a cell phone or another electronic device during class, there will be a grade penalty and your device may be confiscated until after class.

**ATTENDANCE POLICY**

In keeping with departmental policy, attendance is mandatory. However, in the case of a documentable family emergency or death or in the event of illness, make ups of major tests and projects will be allowed at the discretion of the professor. If you are seeking an excusable absence for an illness, you must bring a doctor's note that says you were too ill to attend class. It is NOT an excusable absence if you simply bring a slip saying you had a doctor's appointment. In other words, non-urgent doctor or dental appointments alone will not excuse an absence, considering that those can be scheduled when you don't have class. A doctor's note has to specifically address whether you were allowed medically to attend class by your doctor or a nurse practitioner. If an adviser or other professor tries to schedule an appointment with you during this class time, tell them you must schedule at another time. Meeting with an adviser or another professor will not be an excused absence.

**PLEASE NOTE:** Chapter quizzes (usually 25 points) and in-class graded assignments cannot be made up under any circumstance, even if the absence is excused. However, there will be several extra credit opportunities throughout the semester that you can use to make up the missed chapter quizzes.

**FINAL EXAM DATE CHANGE**

**Please note that the final exam will NOT be given during exam week, but rather will be given the last day of regular classes, Tuesday, December 4 at 1 p.m. (regular class time).**

**TLC STUDENTS:**

Students enrolled in this class through the Tiger Learning Communities program will also be assigned to write a special paper at the end of the semester related to mass media. Details will be discussed later. These students will also meet separately with the instructor to discuss their experience in this class.

**TENTATIVE CLASS TIMETABLE:** Because there will be several guest speakers from various communication disciplines coming to class, the entire semester cannot be outlined at once. Therefore, you will get a timetable in roughly one-month portions, which is also subject to change. The first class schedule is listed below. It is imperative that you attend each class session. Remember, you cannot make up missed quizzes. Plus, late assignments will NOT be accepted and a zero will be given. An assignment is late if it is turned in after 5 p.m. on the day that it is due. This is without exception. This class offers plenty of opportunities to earn points, including extra credit, toward a good grade and there are too many students in the class for the instructor to offer makeup quizzes and assignments.

**Survey of Media 002  
Tentative Class Schedule  
Aug. 28-Oct. 2**

**Tuesday, Aug. 28** – First day of class. Call roll, go over syllabus, discuss textbook, class decorum, and expectations, introduce myself and my credentials in the field. Introduce my graduate assistant. Discuss 5 pillars of Journalism and Strategic Media. Learn more about the class.

**Thursday, Aug. 30** – Living in today's media world. The stark contrast in the coverage of the death of Elvis Presley in 1977 (including a first-hand account from the instructor) and the death of Michael Jackson in 2009 and Prince in 2016, how those differences help define today's media landscape and how the media consumers have a far greater impact today on what gets covered in the media and how. Also, a discussion of four levels of communication and the seven truths about media. Chapter 1, pages 4-24.

**Tuesday, Sept. 4** – Media Effects. Class discussion on the effects media and society have on each other. To what extent does media consumption (news and entertainment) affect our values, our opinions, our morals, our actions, our self-worth, our politics, our view of those different from us? Chapter 2, pages 30-49.

**Thursday, Sept. 6** – The emerging dominance of social media, online news web sites, blogging etc. Why it's so popular, the pros and cons, and its long-term future. 25-point quiz on Chapters 1 and 2.

**Tuesday, Sept. 11** – How the media covered the 9-11 terrorist attacks. How would the attacks have been covered differently if today's popular social media platforms had been around? The media in a post 9-11 world.

**Thursday, Sept. 13** – A detailed discussion of newspapers, where they were, where they are and where they are headed. Lecture includes a detailed look at some of the most important newspapers and newspaper stories of all time – locally and nationally – and the impact those stories had on society. Read Chapter 6. Explain first 50-point outside assignment on newspapers **due Sept. 25**.

**Tuesday, Sept. 18** – Special guests with a background in the legacy newspaper industry discuss how the medium has changed over the last 25 years. Take 25-point quiz on newspapers from lectures, guest speakers and Chapter 6.

**Thursday, Sept. 20** – Discussion of magazines and their impact on mass communication. Read chapter 5. Discuss 50-point magazine assignment **due Oct. 2**.

**Tuesday, Sept. 25** – Lecture on media ethics and media law. Take 25-point quiz on magazines at the end of class. Newspaper assignment due.

**Thursday, Sept. 27** — Case studies in libel and slander, Take 50-point ethics and media law quiz.

**Tuesday, Oct. 2** – First major exam. 200 points. True and false, multiple choice and short answer/listings/fill in the blank questions. Magazine assignment due.

#### **FIVE PILLARS OF JRSM1700**

- *Professionalism*: Students discuss ethics and media law help students learn to conduct themselves professionally. Guest speakers often include professionalism in their talks.
- *Writing*: Students learn the importance of good writing skills in all segments of journalism and strategic media.
- *Multimedia*: Students discuss the importance of multimedia skills and how those skills are developed in the 21<sup>st</sup> century.
- *Critical Thinking*: Students analyze the criticism levied at the media, such as “fake news” and “alternative facts” and discuss what criticism may have some legitimacy and may need improvement. Critical thinking skills are developed through ethics discussion and in-class exercises; through question-and-answer sessions with guest speakers from the profession; and media effects class where questions, such as “Does the media reflect reality or create it?” and “Does media influence the values of individuals and society?” are discussed.
- *Media Literacy*: Students develop media literacy through lectures, discussions and guest speakers about newspapers, books, magazines, radio, TV, the internet, movies, advertising and public relations.

## ASSESSMENT

### PROFESSIONAL VALUES AND COMPETENCIES FOR JRSM1700:

- 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.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

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

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

- Recognize the role of media in influencing the political and cultural dynamics on the global stage.
- Develop a strong historical sense of how mass communication technologies originated and developed.
- Understand the variety of relationships between media and their audiences, including diverse audiences.
- Be sensitive to the needs of diverse and under-represented groups in programming and creating messages.
- Understand the ongoing government regulation of the U.S. Media as well as the constitutional principles that guide it.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
- Understand the behind-the-scenes operations and decision-making processes of major mass communication industries.
- Understand how new technology affects the media and communication.
- Understand what's involved in preparing for and advancing a career in the changing media.
- Understand the allied fields of advertising and public relations and their relationship to media systems.
- Understand mass communication theories and their application to media professions.

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

- Earn a passing score on periodic tests and/or exams.
- Participate in one or more outside activities (e.g., attend FOI lecture, interview media professional, visit media organization, participate in applied research) at the discretion of the instructor.

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

### *Awareness:*

- Grow awareness of the First Amendment and basics of media law
- Recognize major divisions of mass media, including newspaper, magazine, TV, radio, the internet, books, movies, public relations and advertising.
- Aware of need for diversity in all areas of mass communication

### *Understanding:*

- When ethical decision making is discussed throughout the semester as it applies to each media profession, students will be required to present justification for their opinions during discussion and class exercises to show they are not just repeating the instructor's lecture points, but showing understanding of the process.
- Discussion questions will be posed in class to stimulate critical thinking. Independent thinking is encouraged.

### *Application:*

- Each student will interview a media professional and write an informal paper on what you learned. This is not a writing class, so you will not be graded on writing proficiency. Content and student's obeying the rules set for the assignment will determine the grade.
- There will be four smaller media assignments. Specifics to be announced throughout the semester.

## **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.