

## **Survey of Media**

JRSM 1700-M50/First session

Fall 2018

Online UM eCourseware (See below for access instructions.)

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## **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.

### **PREREQUISITES:**

None

### **TEXTBOOK:**

*Mass Communication: Living in a Media World*, 5th or 6th edition, Ralph E. Hanson. Sage.

You may purchase the book's loose-leaf bundle (Loose leaf: Bundle ISBN: 9781506365824) or the paperback custom bundle (Paperback: Bundle ISBN: 9781506365886).

### **GETTING STARTED:**

This online course is administered using the U of M's eCourseware platform. Follow the instructions below to access the course:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
  2. Click on the **"MyMemphis"** link.
  3. Log in using your University of Memphis username and password.
  4. Click on the "ecampus resources" tab.
  5. In the center column of the page, click on the blue U of M eCourseware link.
  6. Find the current course listing on that page and click on the link for JOUR 1700 M50.
- **Please do not use the internal eCourseware email system on the course web page.** Use your regular University of Memphis email to correspond with me at [padenney@memphis.edu](mailto:padenney@memphis.edu).

**GRADING:**

Chapter exams:	50 percent
Discussion board participation:	20 percent
Media professional essay:	20 percent
Media film review:	10 percent

**COURSE OBJECTIVE:**

This course is an introduction to all professional areas falling under the umbrella of journalism. You will read about and discuss the history, purpose, role, function and future of newspapers, magazines, publishing, radio, television, advertising, public relations and other related industries and media activities.

The course covers:

- How primary research, including focus groups and surveys, determine target audience selection for certain products/services.
- Roles that media play in audience consumption behavior and media use.
- The development and differences between print and electronic media.
- The ongoing government regulation of the U.S. media as well as the constitutional principles that guide it.
- How new technology, including the increase of social media, affects consumers.
- Media ethics.

The course also demonstrates how students should critically analyze and determine how their use of mass media, including advertising and public relations, affects their lives.

This course covers the techniques of computer-assisted reporting (CAR):

- Developing a research question;
- Gathering primary information (interviews)
- Analyzing data sets using Excel or Access software: and
- Writing a professional investigative reporting project.

**CLASSROOM FORMAT:**

The basic requirements for this course include:

1. **Completing assigned readings** from the textbook each week as indicated in the course timetable. The reading requirements for this text take a lot of time, so plan accordingly.
2. **Completing the chapter tests for assigned reading** each week by Sunday at 11:59 p.m.
3. **Posting relevant comments on the discussion board topics** each week by Sunday at 11:59 p.m.
4. **Completing a critique of a media film** assignment explained later in the syllabus by Feb. 4 at 11:59 p.m.
5. **Completing the media professional essay** assignment explained later in the syllabus by Feb. 18 at 11:59 p.m.

**No late work will be accepted for any reason, including power outages. All chapter tests and discussion board posts for each week's assigned reading close at 11:59 p.m. Sunday night.**

**You should complete the chapter assignments in the following order:**

1. Read the assigned chapter. Read it again.
2. Read and/or watch supplemental content posted in ecourseware under the content link.
3. Post comments in the discussion forum for that chapter. Be sure to check for discussion prompts.
4. Take the test for that chapter.
5. Reading for each week includes two chapters. It's a lot of reading, so allocate your time accordingly.

**Chapter Tests:**

Tests are timed to ensure that you understand the reading instead of looking up individual answers. Typically, you will have from 30 seconds to 1 minute to answer each question. So, you should read thoroughly and study each assignment before taking the chapter test. You will be allowed only one attempt at each test. Generally, there are 20 questions for each chapter.

Watch the clock when you take each test and make sure you save each answer when you select it. That way, if you run out of time, the questions you have completed will still count. If you do not hit the save button, no grade will be recorded. Remember, there is one attempt allowed for each test and no make-ups. All tests have questions extracted from a large database for each unique user, and all answer options are shuffled for each person who takes a test to ensure exam security and limit potential for cheating. It is a waste of your time to try to cheat, and anyone caught cheating will be prosecuted to the full extent possible within the UM Student Handbook to include potential dismissal from the university, as noted elsewhere in this syllabus.

**Discussion board posts:**

You should interact and develop discussion threads with your course colleagues each week. Some weeks will include specific discussion prompts, but you also are free to discuss anything related to the chapter.

Both the frequency of your postings and the quality of your contributions will be evaluated for the final grade in this category. Each week, discussion comments should come from both chapters of the assigned reading. You will need to initiate a discussion at least twice each week.

In order to receive a C, **students should post at least six comments every week. Students need to make eight posts to receive a B, and 10 posts to receive an A.** Discussion board comments must be at least two sentences long and relate to the topic being discussed. Any postings deemed irrelevant by your professor will not count, such as short posts like "I agree" or "LOL."

**Media film critique:**

In preparation for the chapter in the textbook on films, students will watch a media related film and write a critique of the film's content and impact. Details on the assignment, as well as a list of acceptable films, will be provided on ecourseware.

**Media professional essay:**

In addition, each student will interview a media professional who works in print media, PR, broadcast, Internet/web, film, visual communication, or advertising. Your goal is to

discover the skills, issues and future directions for a particular media job and field. **If you have trouble finding a source for your story, ask me for help well in advance of the assignment deadline.**

More specifically, answers these kinds of questions in your essay:

1. Who is this person?
2. What does this person do?
3. Where does this person work?
4. When did this person begin this job or career?
5. Why does this person pursue this career?
6. How did this person get into this career field? Were there any obstacles/challenges the person faced when beginning this career path? What were the obstacles and does this person have any advice to help avoid them?
7. Would this person suggest this career for an aspiring young professional? Why?
8. What are the negative aspects of this career for an aspiring journalist?
9. How much does this kind of job pay? How should a person like you improve your chances to succeed in this career?
10. What are the positive aspects of this career that the person likes the most?

This is an exploratory exercise to help you learn more about the media. Have fun with the interview. The assignment will be graded for writing quality, grammar, punctuation and spelling.

Your essay should be 500 words and provide a summary of the interview. Write in third person (no personal pronouns such as I, me, etc.). You may quote the person interviewed.

At the top of your submission, include your name and email, as well as the name, title, email, and business telephone number of the person you interview. Your professor may call the source to verify the interview.

This is meant to be journalistic writing, so do not use library or internet sources or footnotes. Think of yourself as a reporter who is interviewing a subject and writing a story based on what you have been told in your interview. This is a newspaper type story, not a research paper.

**Other Ground Rules for the Media Professional Essay:**

- You should interview by phone or in person. You may establish contact by email, but you cannot conduct the interview by email. You must talk to the person you interview.
- Local and national media professionals are accessible. Most media professionals will be very kind to journalism students, so use that to your advantage. Direct messages via social media can be more effective than email for contacting sources.
- You may complete this assignment at your convenience during the semester, so long as it is turned into the eCourseware drop box no later than 11:59 p.m. Nov. 12.
- No late submissions will be accepted.

- You should file your essay in the drop box in a word document. No other format will be accepted. For instance, if you file your essay in the WPS format from Apple, you will receive a zero.
- Do not forget to put your name on the essay!
- And finally, this assignment counts for 20 percent of your grade. Students who do not turn in this assignment, oftentimes do not pass the course.

### **COURSE TIMETABLE:**

(All weekly assignments include online tests and discussion boards in addition to the reading. If you do not complete the tests during the week chapters are assigned, you will receive zeros on the tests. The same is true for any discussion boards. It is paramount you be self-disciplined in this course and meet deadlines each week.)

Week One: Aug. 27 – Sept. 2

Practice Quiz

Post student bios

Read Hanson Chapter 1: Living in a Media World

Read Hanson Chapter 2: Mass Communication Effects

Week Two: Sept. 3 – 9

Read Hanson Chapter 3: The Media Business

Read Hanson Chapter 4: Books

Week Three: Sept. 10 – 16

Read Hanson Chapter 5: Magazines)

Read Hanson Chapter 6: Newspapers

**Deadline for film review is Sept. 16 at 11:59 p.m.**

Week Four: Sept. 17 – 23

Read Hanson Chapter 7: Audio

Read Hanson Chapter 8: Movies

Week Five: Sept. 24 – 30

Read Hanson Chapter 9: Television

Read Hanson Chapter 10: Online Media

**Deadline for professional essay is Sept 30 at 11:59 p.m.**

Week Six: Oct. 1 – 7

Read Hanson Chapter 11: Advertising

Read Hanson Chapter 12: Public Relations

Week 7: Oct. 8 – 12

Read Hanson Chapter 14: Media Ethics

Read Hanson Chapter 15: Global Media

## 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.