

**Pro Seminar**

JRSM 7002-001, M50

Fall 2018

Online/eCourseware

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## **COURSE REQUIREMENTS**

**CATALOG DESCRIPTION:**

Self-paced, online orientation for incoming master's students, addressing skills and issues relevant to graduate studies in mass communication. Grades of S/U, IP will be given.

**COURSE OVERVIEW:**

This course is designed to prepare students for study in the Master of Arts in journalism and strategic media program. Using self-paced modules online, students will learn about academic research, theoretical foundations, the Institutional Review Board, Department of Journalism and Strategic Media faculty members, graduate projects and theses, and professionalism.

**CLASSROOM FORMAT**

This class operates in an asynchronous online format. You may complete the assignments at your own pace. You must complete all the modules and assignments by the end of the semester to earn a satisfactory grade. You should engage your classmates and instructor using the course discussion boards, and you should feel free to email the instructor with questions and concerns.

**COMPUTER USAGE:**

Students are expected to use a computer in this course. Students must follow the acceptable use guidelines for computers set out by the University of Memphis. Students who are unable to access computers at home must be willing to make time to access a computer in one of the university's labs or in the Technology Hub in the University Center.

**WRITING STYLE:**

This course has intensive writing components. Because students are studying in the field of mass communication, students are expected to adhere to the Associated Press style guide. However, in terms of research, students may use either the Chicago Manual of Style or American Psychological Association style.

**ASSIGNMENTS:**

Students must complete all assignments for the course by 5 p.m., Central Standard Time, Wednesday, December 5, 2018. Homework assignments must be turned in as a Microsoft Word document to its own homework dropbox on eCourseware. Students must complete all assignments to earn a Satisfactory grade.

## **SCHEDULE OF CLASSES**

### **MODULE 1: Welcome to Graduate School**

Purpose of graduate school. Three paths toward a degree. Plan of Study. Differences between a thesis and project.

Assignment: Prepare a plan of study for your program.

### **MODULE 2: Meet the faculty**

Introduction of all faculty members in the Department of Journalism and Strategic Media.

Assignment: Write a brief report about what faculty members you might want to use on your committee, or about faculty whom you are looking forward to having for class.

### **MODULE 3: Advising**

A look at the advising process throughout the program.

Assignment: Write a memo to your adviser discussing your wants and needs for the program.

### **MODULE 4: Theoretical foundations**

Read Chaffee & Berger "What Communication Scientists do." Explore the role of theory in conducting research.

Assignment: Write a brief discussion post about the role of theory and post it to the page discussion board; also, respond to another student's post on the board

### **MODULE 5: Research methodologies**

Exploration and discussion of qualitative, quantitative, historical, legal, visual, and critical patterns for research.

Assignment: Write a brief discussion post about a research method you might use or find interesting and post it to the page discussion board; also, respond to another student's post on the board

### **MODULE 6: The scientific method**

The steps of the scientific method of research

Assignment: Write a brief discussion post about the research process and post it to the page discussion board; also, respond to another student's post on the board.

### **MODULE 7: Research Integrity**

Discussion of the role of the Institutional Review Board and protection of human subjects.

Assignment: CITI Training

### **MODULE 8: Library Resources**

Exploration of resources available to students through the library

Assignment: Locate research

### **MODULE 9: Reading Research**

Discussion of the different parts of a research article

Assignment: Systematic Reading Form

### **MODULE 10: Pedagogy**

Discussion of the strategies and tactics of teaching.

Assignment: Write a brief discussion post about teaching and experiential learning and post it to the page discussion board; also, respond to another student's post on the board.

### **MODULE 11: Portfolio**

Discussion of the master of arts in journalism and strategic media's portfolio requirement.

Assignment: Begin development of your personal portfolio page.

### **REPETITION OF COURSES AND COURSEWORK:**

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

## **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 JRSJ 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/his 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.