

Survey of Media

JRSM 1700-501

Spring 2018

TR 11:20 a.m.-12:45 p.m.

Varnell-Jones 321

Instructor: Tori M. Cliff, M.A.

Email: tmcliff@memphis.edu

Office: Varnell Jones Room 206

Office hours: TR 12:50-2:50 p.m. & by appointment

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, sixth edition, Ralph E. Hanson. CQ Press; ISBN 978-1-5063-4446-1

COURSE WEBSITE ADDRESS:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the "MyMemphis" link at the bottom of the left column menu
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

NOTE:

We will NOT use the internal eCourseware email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at her regular UM address noted at the top of this syllabus.

CLASSROOM FORMAT:

The class will be presented in lecture and discussion format. It is a hybrid class, meaning work will be accomplished inside the classroom in a traditional format, and outside the classroom using various digital platforms.

This course is an introduction to all professional areas falling under the umbrella of journalism. We 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 activities. Students participate in one of more outside activities (attend Freedom of Information event, interview media profession, visit a media organization) at the discretion of the instructor.

DEADLINES:

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted unless there is an unavoidable emergency and documentation is provided, for instance, a car accident that resulted in hospitalization. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

ATTENDANCE:

Attendance is mandatory. Students who enter the classroom late are required to sit in the closest seat available near the front of the class by the door to minimize distraction. If a student is late more than four times, the professor may ask the student not to enter the classroom on any future days that they are late.

Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Students with more than two tardies are subject to have their final grade reduced by one percentage point per additional tardy.

Coming to class well prepared is equally important. This means reading the assigned chapters in the textbook and staying informed about current events.

The basic requirements for this course include these elements:

1. Complete assigned readings from the textbook each week;
2. Check campus email each weekday morning by 8 a.m.;
3. Arrive to each class punctually and prepared;
4. Complete any quizzes, blogs or assignments on deadline;
5. Pass class exams;
6. Be respectful of classmates and professor at all times; and
7. Participate in meaningful class discussion.

GRADING:

Exams: 60%

Quizzes/Assignments/Exercises/Blogs/Participation: 40%

OTHER ISSUES:

- No extra credit is available.
- Any written assignments will be checked for plagiarism.
- Blogs are due online by 11:20 a.m. on Thursdays. In order to get credit for blog entries, students must submit well-written blogs that answer the questions in the professor's blog description online on or before deadline **AND** be in class to participate during blog discussion. Remember to make each blog public or it cannot be viewed or graded. Blogs that weren't made public will not be re-graded after deadline.
- Unannounced quizzes will be given periodically at the beginning and end of class. Students that arrive late or leave early and miss a quiz will not be allowed to make it up for any reason other than a school-sponsored event that the student is required to attend. Written documentation will be required from the school official requiring attendance at event.

TENTATIVE COURSE SCHEDULE BY WEEK:

Jan. 16	Introduction/Review of Syllabus / Blog Instructions
Jan. 18	What is Public Relations? / Homework: Read Ch. 1
Jan. 23	Discussion: Chapter 1 / Homework: Read Ch. 2
Jan. 25	Blog 1 Due: Blog Discussion
Jan. 30	Discussion: Chapter 2 / Homework: Read Ch. 3
Feb. 1	Blog 2 Due: Blog Discussion
Feb. 6	Discussion: Chapter 3
Feb. 8	TEST 1 (chapters 1-3) / Blog 3 Due / Homework: Read Ch. 4
Feb. 13	Discussion: Chapter 4 / Homework: Read Ch. 5
Feb. 15	Blog 4 Due: Blog Discussion
Feb. 20	Discussion: Chapter 5 / Homework: Read Ch. 6
Feb. 22	Blog 5 Due: Blog Discussion
Feb. 27	Discussion: Chapter 6
March 1	TEST 2 (chapters 4-6) / Blog 6 Due / Homework: Read Ch. 7
March 6	NO CLASS: Spring Break
March 8	NO CLASS: Spring Break
March 13	Discussion: Chapter 7 / Homework: Read Ch. 8
March 15	Blog 7 Due: Blog Discussions
March 20	Discussion: Chapter 8 / Homework: Read Ch. 9
March 22	Blog 8 Due: Blog Discussions
March 27	Discussion: Chapter 9 / Homework: Read Ch.10
March 29	Blog 9 Due: Blog Discussions
April 3	Discussion: Chapter 10
April 5	TEST 3 (chapters 7-10) / Blog 10 Due / Homework: Read Ch. 11

April 10	Discussion: Chapter 11 / Homework: Read Ch.12
April 12	Documentary: Generation Like
April 17	Discussion: Chapter 12/ Homework: Read Ch. 13
April 19	Exercise (Ch. 11 & 12)
April 24	Discussion: Chapter 13 / Exercise
April 26	University-wide Study Day: No Class
R, May 3, 8-10 a.m.	FINAL EXAM

FIVE PILLARS OF JRSM1700

- *Professionalism*: Lecture/discussions on ethics and media law help students learn to conduct themselves professionally. Guest speakers often include professionalism in their talks.
- *Writing*: Although not a writing course, this class through professor's lectures and guest speakers teaches students the importance of good writing skills in all segments of journalism.
- *Multimedia*: Guest speakers nearly always include discussion of multimedia in all segments of journalism and lectures emphasize the importance of multimedia skills.
- *Critical Thinking*: 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*: The course by its very nature emphasizes media literacy with its lectures, discussions and guest speakers on newspapers, books, magazines, radio, TV, Internet journalism, 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 professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- 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):

- 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 FOR JRSM1700:

Awareness:

- Lecture, discussion on First Amendment and basics of media law
- Text readings, guest speakers and lectures by professor will address all the major divisions of mass media, including newspaper, magazine, TV, radio, Internet, books, movies, public relations and advertising.
- Diversity will be discussed as it applies to 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.