

Survey of Media

JRSM 1700-501

Fall 2020, Zoom

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Office: Zoom or telephone

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Slack: [Workspace](#)

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

Textbooks, Software and Required Materials

Media & Culture: Mass Communication in a Digital Age, 12th edition, Cambell, R., Martin, C., Fabos, B., Macmillan.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 1700 - 501 to enter your course and read the instructions on the welcoming page

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 tmcliff@memphis.edu.

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.

Course Requirements

This course is an introduction to all professional areas falling under the umbrella of journalism and strategic media. 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 are required to read The New York Times every

day and come prepared to discuss current events, writing styles, and advertising techniques. A free subscription to nytimes.com is available to all students via SGA. Students participate in one of more outside activities (attend Freedom of Information event, interview media professional, visit a media organization) at the discretion of the instructor.

Deadlines

Turn in work on or before deadline. Regular attendance is vital in class. As a general rule, late work will not be accepted. If you have extraordinary circumstances, email me to see if it is possible to submit a late assignment. If you know about an absence in advance, let me know so that we can discuss your turning it in early if possible.

Attendance

If you want to earn a good grade, you'll need to attend class. I'm sure that you do. See you there.

Course Requirements

Meeting deadlines is essential for media professionals. Regular attendance in class is important for your success. If you know about an absence in advance, you are encouraged to check with me to see if arrangements may be made to turn in the work early (at my discretion). If you become ill, or are in quarantine, without access to complete your work, please communicate with me right away to see if we can make suitable accommodations, like extending deadlines a bit, or issuing an incomplete for your class grade as opposed to an F.

Other issues

Come to class on time, and ready to participate. Sitting quietly won't work in this class, as it will be high discussion. Attendance is mandatory.

When you enter the Zoom classroom, please turn your camera on, and mute yourself when not speaking. This will reduce our background noise.

If someone is screensharing, temporarily turn your camera off. Turn your camera back on after screensharing is complete. You may toggle back and forth several times in one class period, but it does save bandwidth. It is also simple. The buttons for muting and camera on/off are located at the bottom left of the Zoom window once you enter the meeting space.

I recommend only having the tabs open that are necessary in order to allow your processor to move more quickly.

If you need to ask a question, physically raise your hand so that we can see it in the camera or choose the raise hand option in Zoom. Feel free to use the chat option but know that I will not be checking it very often, so it is best to raise your hand and ask a question. Also, if you PM someone in the chat, it is visible to everyone if the session is recorded. I plan to record most or all of our sessions, so please keep that in mind.

If you need to excuse yourself for a quick break (I.e. bathroom) then feel free to turn your camera off and leave your microphone on mute. Take your break, then turn your camera back

on.

If you are experiencing a lag or tech issue, it may be best to log out/end session and log back in.

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%

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

Other issues

- No extra credit is available.
- Any written assignments will be checked for plagiarism.
- Blogs are due online by 9:30 a.m. on Thursdays unless otherwise stated. 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.

COURSE SCHEDULE

Week 1: Introduction to class

This week we will cover the syllabus, course expectations. We'll also define public relations.

Readings: Chapter 1 and blog instructions

Assignments: Set up first blog post

Week 2: Chapter 1 and blogs

This week we'll discuss chapter 1 and have our first blog discussion.

Readings: Chapter 2 and any supplemental materials provided in eCourseware or class

Assignments: Blog post 1 due

Week 3: Chapter 2 and blogs

This week we'll discuss chapter 2 and have blog discussion.

Readings: Chapter 3 and any supplemental materials provided in eCourseware or class

Assignments: Blog post 2 due

Week 4: Chapter 3, blogs and test 1

This week we'll discuss chapter 3, submit blogs, and complete test 1.

Readings: Chapter 4 and any supplemental materials provided in eCourseware or class

Assignments: Take Test 1, Blog post 3 due

Week 5: Chapter 4 and blogs

This week we'll discuss chapter 4 and have blog discussion.

Readings: Chapter 5 and any supplemental materials provided in eCourseware or class

Assignments: Blog post 4 due

Week 6: Chapter 5 and blogs

This week we'll discuss chapter 5 and have blog discussion.

Readings: Chapter 6 and any supplemental materials provided in eCourseware or class

Assignments: Blog post 5 due

Week 7: Chapter 6, blogs and test 2

This week we'll discuss chapter 6, submit blogs and complete test 2.

Readings: Chapter 7 and any supplemental materials provided in eCourseware or class

Assignments: Take Test 2, Blog post 6 due

Week 8: Break, Chapter 7 and blogs

This week we'll discuss chapter 7 and have blog discussion.

Readings: Chapter 8 and any supplemental materials provided in eCourseware or class

Assignments: Blog post 7 due

Week 9: Chapter 8, blogs and Newseum Panel, Tinker

This week we'll discuss chapter 8 and have blog discussion.

Readings: Chapter 9 and any supplemental materials provided in eCourseware or class

Assignments: Blog post 8 due

Week 10: Chapter 9, blogs and test 3

This week we'll discuss chapter 9 and have blog discussion.

Readings: Chapter 10 and any supplemental materials provided in eCourseware or class

Assignments: Take Test 3, Blog post 9 due

Week 11: Chapter 10 and blogs

This week we'll discuss chapter 10 and have blog discussion.

Readings: Chapter 11 and any supplemental materials provided in eCourseware or class

Assignments: Blog post 10 due

Week 12: Chapter 11 and 12

This week we'll discuss chapter 11 and 12.

Readings: Chapter 12 and any supplemental materials provided in eCourseware or class

Assignments:

Week 13: Group work

This week we'll use what was learned in Ch. 11-12 in a group exercise.

Readings: Any supplemental materials provided in eCourseware or class

Assignments: Group work

Week 14: Exercise conclusion, group presentations

This week we'll conclude the group work and have presentations.

Readings: Any supplemental materials provided in eCourseware or class

Assignments: Study for final

Week 15: Last day of class and campus-wide study day

This week we'll wrap things up and ready for finals.

Readings: Any supplemental materials provided in eCourseware or class

Assignments: Study for final

ASSESSMENT AND OUTCOMES

Five Pillars in JRSM 1700

- *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.
- *Multimedia:* Students discuss the importance of multimedia skills and how those skills are developed in the 21st century.
- *Professionalism:* Students learn the skills required to work in media today by practicing more advanced applications of the basics: ethics, deadlines, information gathering, and writing news stories and features. Increasingly, work is evaluated on professional standards. Students learn how to pitch story ideas and how to publish stories in print and online.
- *Writing:* Students learn the importance of good writing skills in all segments of journalism and strategic media.

Professional Values and Competencies in JRSM 1700

- 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.

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

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 résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Resources

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.