

## Intro to Media

JRSM 1700-002/350

Fall 2021

Class meeting: Tuesday-Thursday, 2:40 to 4:05 p.m., Rm 100 Meeman Journalism Building

### Prof. Otis Sanford

**Office:** 318B Meeman Journalism Building

**Office Hours:** Wednesday, 3 p.m. to 5 p.m. or by appointment

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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; history, 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, 12<sup>th</sup> Edition, Richard Campbell, Christopher R. Martin, Bettina Fabos, Bedford/St. Martin's; ISBN 978-1-319-10285-2 (Paperback), ISBN 978-1-319-10471-9 (Loose-leaf Edition)

### Classroom format

Lecture and intense discussion will be used in the teaching of the class, and students will be tested on lectures by the professor and occasional guest speakers, as well as PowerPoints and textbook readings.

### 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 1700-002/350 to enter your course and read the instructions on the welcoming page.

### Course Requirements

Students are expected to attend all class sessions and participate in the discussions. Quizzes and exams will be based on classroom lectures, PowerPoint presentations and discussions as well as

assigned readings from the textbook and discussions with guest speakers from various media disciplines. There will be two major exams during the semester, each counting 200 points toward your final grade. You will be tested only on the material covered since the last exam. There will also be several quizzes on the PowerPoints and textbook readings that you will be assigned and classroom discussions. Each of these quizzes counts 50 points unless otherwise noted. There will also be a special 50-point ethics quiz and up to three 50-point media-related assignments (specifics to be announced later). Students in the embedded 350 Honors section will also be assigned an extra written paper. Details will be discussed later in this syllabus and forwarded to the students in that section later in the semester.

As part of emphasizing media literacy in this class, several times during the semester students must post in Dropbox on ecourseware a link to a news story from any one of the following online news sites.

1. The Commercial Appeal
2. The Daily Memphian
3. The Jackson (Tennessee) Sun
4. The Tennessean
5. The Knoxville News-Sentinel
6. The Clarion-Ledger
7. USA Today
8. The New York Times
9. The Washington Post
10. The Wall Street Journal
11. The Chicago Tribune
12. The Los Angeles Times
13. The New Tri-State Defender
14. The Institute for Public Service Reporting at the University of Memphis
15. The Daily Helmsman (no more than 2 articles during the semester)

These news organizations have been selected because they provide comprehensive news coverage for local, regional, national or global issues. **Articles from other sites will not be considered.** Access to The Commercial Appeal, the Daily Memphian, The Jackson Sun and The New York Times is available for free through the University of Memphis Library. You do not need to buy a subscription. Along with the link to each article, include a paragraph on why you selected the particular article. What about it interests you and why do you think it is important or newsworthy.

### Media film critique

In preparation for the lecture on movies and reading the chapter in the textbook on films, students will watch a media-related film and write a short critique of the film's content and impact. The critique should be no more than 300 words and downloaded to Dropbox no later than 11:59 p.m. Oct. 15. It is up to you to access the movie either through YouTube, Netflix,

Hulu, your cable or satellite On-Demand services, DVDs or other places. Choose only from these films:

1. Spotlight
2. The Post
3. All the President's Men
4. Good Night and Good Luck
5. Broadcast News
6. Absence of Malice
7. Citizen Kane
8. The Paper
9. Deadline USA
10. Network
11. The Front Page
12. His Girl Friday

Be aware that the professor will be looking for evidence that the student truly watched the whole film. I don't need a paragraph describing the plot, because I have seen all these movies. I want in some detail what you took away from the film. I want to see some well-thought-out reactions to the storyline of the film you select.

### **Media professional essay**

In addition, each student will interview a media professional who works in print media, PR, broadcast, journalism education, Internet/web, film, visual communication or advertising. The person must work at this job full-time and must be paid. No volunteer work or part-time jobs. Your goal is to discover the skills, issues and future directions for a particular media job and field.

**If you have trouble finding someone for your story, ask me for help. You cannot interview me.**

More specifically, answer these kinds of questions in your essay from the interview:

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. 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 others avoid them?
6. Would this person suggest this career for an aspiring young professional? Why or why not?
7. What are the negative aspects of this career for an aspiring journalist?
8. What are the positive aspects of this career that the person likes the most?

Please note: This is an important exploratory exercise to help you learn more about the media. It is worth 100 points toward your final grade. Have fun with the interview. Your essay should be at least 500 words. Please prepare this assignment in narrative writing form. You may use direct quotes from the person interviewed. No Q & A formats.

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 or the graduate assistant 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. Again, have fun with it.

### Ground Rules for the Media Professional Essay:

- You should interview by phone or in person observing social distancing and mask protocols. 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 acceptable. Most media professionals will be very kind to students, so use that to your advantage and don't hesitate to use my name as your professor. Most media professionals in greater Memphis know me. 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 Dropbox on or before **11:59 p.m. on Monday, Nov. 22**.
- No late submissions will be accepted.
- You should file your essay in the Dropbox as 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!

### 350 Honors Students

If you are registered in the Honors section (350), you have an additional written assignment. You will be required to interview someone you know who is older. It could be a parent, grandparent, other relative or friend. The assignment is to ask this person to discuss the most significant news event in their lifetime. For many, it could be the assassination of President John Kennedy, or the assassination of Dr. Martin Luther King Jr. Others might say the 9-11 terrorist attacks, the current COVID-19 pandemic, maybe the moon landing or for much older people, it could be World War II. Some may even say it was the Jan. 6, 2021 storming of the U.S. Capitol or the election of the first woman as vice president. Write a 500-word paper from this interview. The due date will be announced later. But it will be near the end the semester as well.

### Grading

Final grades in this class are based on a point system. The more points you accumulate from quizzes, exams, outside assignments, special writing assignments and any extra credit, the better your grade will be at the end of the semester. I will explain the grading system further in class.

A: 900 points and above

B: 800-899 points

C: 700-799 points

D: 600-699 points

F: 599 and below

### **Other issues**

As stated earlier, students are expected to attend each class session and be on time for the start of class. The instructor usually makes announcements about class assignments and other issues at the beginning of the class. So you must be on time. The announcements will not be repeated at the end of class. You will have to get the information from a classmate. Most announcements and assignments are also sent to your campus email. I do not use your personal emails. The graduate assistant for this class will be in charge of keeping track of attendance. If you have more than ten (10) unexcused absences during the semester, you are subject to a reduction of one letter grade. The fact is, it is virtually impossible to get a good grade in this class if you do not attend class sessions and take part in the lectures. There will also be no make-up work at the end of the semester to help improve your grade.

## **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 be required 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

Students 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

#### COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at [hr@memphis.edu](mailto:hr@memphis.edu) or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

#### Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) or 901.678.2187.

#### Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.



## Student Resources

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

## Guidelines for classes, labs and equipment in Meeman Journalism Building in Fall 2021

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.

## COURSE SCHEDULE

Because guest speakers will visit the class during the semester, either in person or by video, it is impossible to schedule those visits too far in advance. The first half of the course schedule is listed below. The second half will be sent to students later.

*Week 1, Tuesday, Aug. 24: First roll call, go over syllabus, discuss textbook and class decorum, introduce the instructor and discuss his credentials in the field of mass communication. Introduce graduate assistant and his role in the class. Discuss the class material in depth and the expectations for the semester. Take questions.*

*Week 1, Thursday, Aug. 26: Culture and Evolution of Mass Communication.* How did it all start? A careful examination of the history of oral and written communication, including the development of print that changed the world. The influence of newspapers and magazines and how they affected the political process and the culture of society. The evolution of media and the four stages of media innovation from emergence to convergence. Will also discuss the electronic media era, the move to digital and how each change in delivery of media was accepted or rejected by society.

Readings: Textbook Chapter 1

Assignment: Be prepared to discuss your primary source of receiving information, including news, and the primary way that you communicate with others.

*Week 2, Tuesday, Aug. 31: The role of Media in Society*

Complete discussion of Chapter 1 with a look at the tremendous effect that media have on our world. To what extent does media consumption (news, basic information and entertainment) affect our lives, our opinions, our morals, our actions, our self-esteem and self-worth, our politics and our view of those who are different from us. Will also discuss the importance of story-telling in the delivery of media messages and disinformation in the age of social media.

Readings: Complete Chapter 1, review PowerPoint to be distributed by instructor.

*Week 2, Thursday, Sept. 2: Digital Media and Convergence.* An examination of how the Internet and digital media have changed the way we communicate. The birth of the Internet age and the changes it brought. How has the Internet further divided the haves from the have-nots. In general, how social media have transformed society. We will also examine how so-called new media have made legacy media expendable to the point of driving some out of business.

Readings: Textbook Chapter 2; Take first quiz of the semester on Chapter 1.

Assignment: Come prepared to discuss how you use the internet and your favorite news web sites, social media sites and apps.

*Week 3, Tuesday, Sept. 7: Books and the Power of Print.* A look at the history of book publishing, the modern book publishing business, trends and issues in book publishing, why printed books remain popular, even in the digital age, the difficulty and joy of writing a book and the future of book publishing. Discuss the best-selling books of all time.

Reading: Textbook Chapter 10

Assignment: Be prepared to discuss the last non-textbook you have read.

*Week 3, Thursday, Sept. 9:* Special lecture on media coverage of the 9/11 terror attack 20 years ago., and how it ranks as the most significant single event news story in history.

*Week 4, Tuesday, Sept. 14: Newspapers: The Rise and Decline of Modern Journalism.* A detailed look at the origins of newspapers, who started them, how they became so powerful, the calling of a newspaper journalist, how newspapers still make a difference in society and why they are on the decline. Also, a look at how newspapers covered the 9/11 attacks 20 years ago.

Reading: Textbook Chapter 8 on newspapers. First link of newspaper article due in Dropbox. By 11:59 p.m. this evening

*Week 4, Thursday, Sept. 16:* Complete discussion of newspapers with a look at major newspaper investigations in history. Take 50-point quiz from discussions of Chapters 2 and 10.

*Week 5, Tuesday, Sept. 21:* Special guest(s) from the newspaper industry either in person or on Zoom to discuss the present and the future of print journalism. Second link to newspaper article due in Dropbox. At 11:59 p.m. this evening.

*Week 5, Thursday, Sept. 23: Magazines in the Age of Specialization.* The early history of magazines, the dawn of muckrakers, the development of modern American magazines, the dominant magazine titles, the importance of magazine covers and magazines in a Democratic society.

Reading: Textbook Chapter 9 on magazines. Discuss 50-point magazine assignment due in Dropbox Tuesday, Oct. 5.

*Week 6, Tuesday, Sept. 28:* Special lecture on ethics and media law. Take 50-point quiz on newspapers and magazines.

*Week 6: Thursday, Sept. 30: Popular Radio and the Origins of Broadcasting.* From the history of sound to satellite radio and podcasting. The evolution of audio media has been astounding. Read Chapter 5. Take 50- point ethics quiz.

*Week 7, Tuesday, Oct. 5: Sound Recording and Popular Music.* A detailed look at Motown and Stax Records. Read Chapter 4. Turn in Magazine assignment to Dropbox folder by 11:59 p.m. this evening.

*Week 7, Thursday, Oct. 7: The history and evolution of protest music.* Why it has such a profound impact on society. What events in history sparked the most protest and message music. For extra credit, bring to class the title and name of the artist of your favorite protest song and be prepared to explain why it is your favorite. We will play some of it in class along with my favorites. Third link to newspaper article due in Dropbox by 11:59 p.m. this evening. Begin taking the first 200 Point Exam in ecourseware under quizzes. You have until 11:59 p.m. on Sunday, Oct. 10, to complete the exam.

*Week 8, Tuesday, Oct. 12: Fall break, no class today.*  
(The remaining class schedule for the semester will be posted and emailed to students later pending confirmation of guest speakers.)