

**Intro to Media**  
**JRSM 1700.M51**  
**Fall 2021**  
Online

**Tori Cliff, M.A.**

**Office:** virtual only

**Office Hours:** MW 2:15-4:15 p.m. and by Zoom or phone only. Set up appts. on [Calendly](#).

**Email:** [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)

## **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*, 12<sup>th</sup> 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 – M5? 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](mailto:tmcliff@memphis.edu).

## **Classroom format**

The class is an online class. Each chapter that is covered has a slide deck to accompany it. This is provided to assist students in notetaking while reading the chapters, to highlight critical concepts within the text, and to serve as study guide material. The discussion board is a space for students to communicate with each other if they choose to. There may be times when I post a discussion topic for students to answer, but if I do, I will add the link to the discussion question within that week's folder on or before the Monday that begins that week. Deadlines are 11:59 p.m. on Sundays unless otherwise stated.

## **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 each day. A free subscription to nytimes.com is available to all students via SGA.

## **Deadlines**

Meeting deadlines is essential for media professionals. Late work will not be accepted unless there are extenuating circumstances. Students should contact the professor to explain the circumstances as soon as possible to see if arrangements can be made to submit the work past deadline. The decision is at the discretion of the professor.

The basic requirements for this course include these elements:

1. Complete assigned readings from the textbook, articles, etc., each week;
2. Check campus email each weekday morning by 9 a.m.;
3. Log into class in eCourseware regularly to stay on track;
4. Complete any quizzes, blogs or assignments on or before deadline;
5. Complete class exams with excellence;
6. Be respectful of classmates and professor at all times; and

## **Grading**

Exams: 60%

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

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

## **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**

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 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.

## Student Resources

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

## TENTATIVE COURSE SCHEDULE

### *Week 1: Aug. 23-29, Introduction to class*

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

Readings/Viewings: Chapter 1 and all content in Getting Started Folder + Week 1

Assignment: Go to "Getting Started" folder within our eCourseware class. Proceed through each step making sure to take Technology Survey, sign up for The New York Times digital subscription [here](#), and take a screenshot of your NYTimes subscription confirmation and put it in the dropbox.

### *Week 2: Aug. 30-Sept. 5, Chapter 1*

This week we'll cover chapter 1

Readings/Viewings: Chapter 2 and any supplemental materials provided in eCourseware

### *Week 3: Sept. 6-12, Chapter 2*

This week we'll cover chapter 2

Readings/Viewings: Chapter 3 and any supplemental materials provided in eCourseware

### *Week 4: Sept. 13-19, Chapter 3, and Test 1*

This week we'll cover chapter 3, submit blogs, and complete Test 1.

Readings/Viewings: Chapter 4 and any supplemental materials provided in eCourseware

Assignments: Take Test 1 (Due Sunday, Sept. 19, NLT 11:59 p.m.)

### *Week 5: Sept. 20-26, Chapter 4*

This week we'll cover chapter 4

Readings/Viewings: Chapter 5 and any supplemental materials provided in eCourseware

### *Week 6: Sept. 27-Oct. 3, Chapter 5*

This week we'll cover chapter 5

Readings/Viewings: Chapter 6 and any supplemental materials provided in eCourseware

*Week 7: Oct. 4-10, Chapter 6 and Test 2*

This week we'll cover chapter 6 and complete Test 2.

Readings/Viewings: Chapter 7 and any supplemental materials provided in eCourseware

Assignments: Take Test 2 (Due Friday, Oct. 8, NLT 11:59 p.m)

*Week 8: Class on Oct. 12-17 (Fall Break Oct. 9-12) Chapter 7*

This week we'll cover chapter 7

Readings/Viewings: Chapter 8 and any supplemental materials provided in eCourseware

*Week 9: Oct. 18-24, Chapter 8*

This week we'll cover chapter 8

Readings/Viewings: Chapter 9 and any supplemental materials provided in eCourseware

*Week 10: Oct. 25-31, Chapter 10 and Test 3*

This week we'll cover chapter 10

Readings/Viewings: Chapter 11 and any supplemental materials provided in eCourseware

Assignments: Take Test 3 (Due Sunday, Oct. 31, NLT 11:59 p.m.)

*Week 11: Nov. 1-7, Tinker v. Hill*

This week we'll cover a landmark Supreme Court case that covers freedom of speech in public school settings. View the recorded event (link in week 11 materials).

Readings/Viewings: Chapter 11 and any supplemental materials provided in eCourseware

*Week 12: Nov. 8-14, Chapter 11*

This week we'll cover chapter 11

Readings/Viewings: Chapter 12 and any supplemental materials provided in eCourseware

*Week 13: Nov. 15-21, Chapter 12*

This week we'll cover chapter 12

Readings/Viewings: Any supplemental materials provided in eCourseware

*Week 14: Nov. 22-28 (Thanksgiving Break Nov. 24-28) Catch Up*

This week we'll use to catch up on any outstanding work

Readings/Viewings: Any supplemental materials provided in eCourseware

Assignments: Study for Test 4

*Week 15: Nov. 29-Dec. 1 (last day of our class), Test 4*

This week you'll study for Test 4 and take it the last day of classes

Readings/Viewings: Any supplemental materials provided in eCourseware or class

Assignments: Take Test 4 (Due NLT 11:59 p.m. Wednesday, Dec. 1)