

Survey of Media

JRSM 1700-001, 350

Spring 2021

Class meeting: (Virtual via Zoom) Monday-Wednesday, 12:40 p.m. to 2:05 p.m.

Prof. Otis Sanford

Office: 318B Meeman Journalism Building

Office Hours: Wednesday, 3 p.m. to 5 p.m. or by appointment on Zoom or telephone

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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, 12th 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 via Zoom Videoconferencing 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 -001/350 to enter your course and read the instructions on the welcoming page.

Course Requirements

Students are expected to attend all Zoom 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 on only the material covered since the last exam. There will be several quizzes on the PowerPoints and textbook readings 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). Students in the 350 honors section will also be assigned an extra written paper. Details will be forwarded to the 350 Honors section later in the semester.

As part of emphasizing media literacy in this class, several times during the semester students must post 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

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, 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. It is up to you to access the movie either through YouTube, 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 detail and what you took away from the film. I want to see some well-thought-out reactions to 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.**

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

1. Who is this person? [L][SEP]
2. What does this person do? [L][SEP]
3. Where does this person work? [L][SEP]
4. When did this person begin this job or career? [L][SEP]
5. Why does this person pursue this career? [L][SEP]
6. How did this person get into this career field? Were there any [L][SEP]obstacles/challenges the person faced when beginning this career path? What [L][SEP]were the obstacles and does this person have any advice to help avoid them? [L][SEP]
7. Would this person suggest this career for an aspiring young professional? Why? [L][SEP]
8. What are the negative aspects of this career for an aspiring journalist? [L][SEP]
9. What are the positive aspects of this career that the person likes the most? [L][SEP]

This is an exploratory exercise to help you learn more about the media. But it is worth 100 points toward your final grade. Have fun with the interview. Your essay should be at least 500 words. You may quote 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 may call the source to verify the interview. The due date for this assignment will be announced later, but it will be toward the end of the semester. Please turn it in to the ecourseware drop box.

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.

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. [L][SEP]

- Local and national media professionals are acceptable. Most media professionals will be very kind to students, so use that to your advantage. Direct messages via social media can be more effective than email for contacting sources. [L
SEP]
- You may complete this assignment at your convenience during the semester, so long as it is turned into the eCourseware drop box no later than 11:59 p.m. Tuesday, June 30. [L
SEP]
- No late submissions will be accepted. [L
SEP]
- You should file your essay in the drop box 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. [L
SEP]
- Do not forget to put your name on the essay! [L
SEP]

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, maybe the moon landing or for much older people, it could be World War II. Some may even say it was the recent 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.

A: 900-1,000 points

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 the Zoom session. The instructor usually makes announcements about class assignments and other issues at the beginning of the class. So you must join the Zoom class on time. The announcements will not be repeated. The graduate assistant for this class will be checking the Zoom pages to see which students are present. If you have more than five (5) unexcused absences during the semester, you are subject to a reduction of one letter grade. 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. The class lectures will be recorded, where possible, but that is not a guarantee. You will be counted absent if you don't attend the live session. There will also be no make-up work at the end of the semester to help improve your grade.

COURSE SCHEDULE

Because guest speakers will visit the class during the semester, it is impossible to schedule those visits too far in advance. The course schedule will be sent to the class each month. The first month schedule is below.

Week 1, Monday, Jan. 18: MLK holiday, no class

Week 1, Wednesday, Jan. 20: First roll call, go over syllabus, discuss textbook and class decorum, introduce the instructor and his credentials in the field of mass communication. Introduce graduate assistant and her role in the class. Discuss the class material in depth and the expectations for the semester. Discuss the day's significant news story, the inauguration of a new president and vice president. Take questions.

Week 2, Monday Jan. 25: 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. 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, Wednesday, Jan. 27: 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 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.

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

Week 3, Monday, Feb. 1: 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 web sites, social media sites and apps.

Week 3, Wednesday, Feb. 3: 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 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 4, Monday, Feb. 8: 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 journalists, how newspapers make a difference in society and why they are on the decline.

Reading: Textbook Chapter 8 on newspapers. First link of newspaper article due in Dropbox.

Week 4, Wednesday, Feb. 10: Complete discussion of newspapers with a look at major newspaper investigations in history. Guest speaker on Zoom call to discuss the newspaper business today, yesterday and tomorrow. Take 50-point quiz from discussions of Chapters 2 and 10.

Week 5, Monday, Feb. 15: Special guest from the newspaper industry to discuss the present and the future of print journalism. Second link to newspaper article due in Dropbox.

Week 5, Wednesday, Feb. 17: 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 Monday, March 1.

Week 6, Monday, Feb. 22: Special lecture on ethics and media law. Take 50-point quiz on newspapers and magazines.

Week 6: Wednesday, Feb. 24: 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, Monday, March 1: Sound Recording and Popular Music. A detailed look at Motown and Stax Records. Read Chapter 4.

Week 7, Wednesday, March 3: Third link to newspaper article due in Dropbox. No Zoom class session. Take 200 Point Exam.

(The remaining class schedule will be posted later pending confirmation of guest speakers.)

. 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

stores 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

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.

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

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- 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.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.