

Intro to Media

JRSM 1700-M50

Spring 2021

Web/eCourseware

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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; philosophy and goals of modern journalism; impact on governmental, social and economic systems.

Prerequisite

None

Required textbook

Media and Culture: Mass Communication in a Digital Age by Richard Campbell, Christopher R. Martin and Bettina Fabos, 12th Edition.

Accessing the course website

This online course is administered using the UofM's eCourseware platform. Follow the instructions below to access the course:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the "MyMemphis" link.
3. Log in using your University of Memphis username and password.
4. Click on the "ecampus resources" tab.
5. In the center column of the page, click on the blue UofM eCourseware link.
6. Find the spring 2021 course list on that page and click on the link for JRSM 1700-M50.
7. **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 padenney@memphis.edu.

Grading

Chapter exams: 50 percent

Discussion board participation: 25 percent

Media film review: 10 percent

Question and answer interview with media professional: 15 percent

Course objectives

This course is an introduction to all professional areas falling under the umbrella of journalism and strategic media. You will read about and discuss the history, purpose, role, function and future of newspapers, magazines, book publishing, radio, television, advertising, public relations and other related industries and media activities. The course covers:

1. Completing assigned readings from the textbook as indicated in the course timetable.
2. Completing the chapter test for assigned reading each by 11:59 p.m. on days assigned.
3. Posting relevant comments on the discussion board by 11:59 p.m. for each chapter assigned.
4. Completing a critique of a media film assignment explained later in the syllabus.
5. Completing the media professional essay assignment explained later in the syllabus.

No late work will be accepted for any reason, including power outages. All chapter quizzes, written assignments and discussion board posts for week are due Sundays at 11:59 p.m. This class requires a lot of reading, so plan your time accordingly to meet deadlines.

You should complete the chapter assignments in the following order:

1. Read the assigned chapter.
2. Take the test for that chapter
3. Post comments in the discussion forum for that chapter.

Chapter quizzes

Quizzes are timed to ensure that you understand the reading instead of looking up individual answers. Typically, you will have about 1 minute to answer each question. So, you should read thoroughly before taking the chapter test. You will be allowed two attempts at each test. Your highest score will be recorded. Generally, there are 20 questions for each chapter.

Watch the clock when you take each test and **make sure you save each answer when you select it**. That way, if you run out of time, the questions you have completed will still count. **If you do not hit the save button, no grade will be recorded.** Remember, there are two attempts allowed for each test and no make-ups. All tests have questions extracted from a large database for each unique user, and all answer options are shuffled for each person who takes a test to ensure exam security and limit potential for cheating.

Discussion board current events posts

For each week, you must post a link to a news story with a short analysis from any one of the following sites. Post one discussion link each week:

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, and 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. [Click here](#) to access directions for The New York Times subscription. [Click here](#) to access passwords for other newspaper subscriptions.

You should interact and develop discussion threads with your course colleagues for each post. Don't summarize the chapter on the discussion board posts. That is not a comment. I want your personal opinion on what you read and what other students say. Think critically!

Media film critique

In preparation for the chapter in the textbook on films, students will watch a media-related film and write a critique of the film's content and impact. Choose from these films:

1. "Spotlight"
2. "The Post"
3. "All the President's Men"
4. "Good Night and Good Luck"

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 may file your film critique anytime, as long as it's in the drop box by deadline.

Media professional question and answer interview

In addition, each student will interview a media professional who works in print, internet or broadcast media, public relations, film or video production, social media, book publishing or advertising. The media professional must work at this job full-time and must be paid. Your goal is to discover the skills, issues and future directions for a particular media job and field. **If you have trouble finding source to interview for your story, ask me for help well in advance of your deadline.**

More specifically, ask your source (the subject of your interview) these kinds of questions. You also may ask other questions that are relevant to your interview. For a question and answer story, it's best to be prepared with specific questions, but to also be open to how the interview develops and what your source wants to discuss.

1. Can you explain exactly what you do day-to-day in your job?
2. How did you become interested in this kind of work?
3. What are the best parts of your job? What is your most important achievement so far?
4. What are your biggest challenges?
5. Can you provide any advice to young people interested in a similar work?
6. Is this a good career for an aspiring young professional? Why or why not?
7. What are the negative and positive aspects of this career for an aspiring journalist?
8. What can college students do specifically to prepare for this field?
9. What is the salary range for this kind of job?
10. Is there anything else you would like to tell me?

This is an exploratory exercise to help you learn more about the media. Have fun with the interview. Your question and answer should be 450 to 500 words. More detailed assignment instructions are posted on eCourseware.

COURSE SCHEDULE

Week 1: Jan. 19-24

Complete module for Chapter 1: Mass Media: A Critical Approach

Complete module for Chapter 2: The Internet, Digital Media and Media Convergence

Week 2: Jan. 25-31

Complete module for Chapter 3: Digital Gaming and the Media Playground

Complete module for Chapter 4: Sound Recording and Popular Music

Week 3: Feb. 1-7

Complete module for Chapter 5: Popular Radio and the Origins of Broadcasting

Complete module for Chapter 6: Television and Cable: The Power of Visual Culture

Media film review is due by 11:59 p.m. Feb. 7.

Week 4: Feb. 8-14

Complete module for Chapter 7: Movies and the Impact of Images.

Complete module for Chapter 8: Newspapers: The Rise and Decline of Modern Journalism

Week 5: Feb. 15-21

Complete module for Chapter 9: Magazines in the Age of Specialization

Complete module for Chapter 10: Books and the Power of Print

Media professional interview is due by 11:59 p.m. Feb. 21.

Week 6: Feb. 22-28

Complete module for Chapter 11: Advertising and Commercial Culture

Complete module for Chapter 12: Publish Relations and Framing the Message

Week 7: March 1-5

Complete module for Chapter 14: The Culture of Journalism: Values, Ethics and Democracy

Complete module for Chapter 16: Legal Controls and Freedom of Expression

Skip chapters 13 and 15.

There is no final exam for this course.

Wellness Days: March 8 and 9

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 JRSJ 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.

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 to class sessions. 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.

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

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>.

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.