

## Intro to Media

JRSM 1700-002/350

Fall 2022

TR 2:20-3:45

### Prof. Joe Hayden

Office Hours: Tues., Thurs., 4:00-5:00 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; 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

1. Go to the University of Memphis online learning home page: <https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. In the published course list, click on the link for JRSM 1750 to enter the course and read the instructions on the welcome page.
4. Please do not use the internal Canvas email system on the course web page. Use your regular University of Memphis email to correspond with me at [jhayden@memphis.edu](mailto:jhayden@memphis.edu).

### Grading

- Chapter quizzes: 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 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 question-and-answer assignment explained later in the syllabus.

No late work will be accepted unless approved before assignment deadlines. All chapter quizzes and written assignments for week are due Sundays at 11:59 p.m. Discussion posts for the week are due Thursdays by 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 about why the story is newsworthy from any one of the following sites. Post one discussion link each week by 11:59 p.m. Thursday:

1. The Commercial Appeal
2. The Daily Memphian
3. The Jackson (Tennessee) Sun
4. The Tennessean
5. The Clarion-Ledger
6. The New York Times
7. The Washington Post
8. The Wall Street Journal
9. The Chicago Tribune
10. 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.](#) [Click here to access the Daily Memphian.](#)

### 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*
5. *Snowden*
6. *Broadcast News*
7. *Absence of Malice*

For the critique, I am looking for evidence that you truly watched the whole film. I don't need a long description of the plot. I have seen all these films. Instead, I want detail about what you took away from the film and what you learned about media from the film. Think critically and creatively. 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 Canvas.

## COURSE SCHEDULE

All discussion posts are due Thursdays by 11:59 p.m. All other work is due Sundays by 11:59 pm. For the last week of class, all work is due by 11:59 p.m., Tuesday, Nov. 29.

### Week 1: Aug. 23 & 25, Introduction to class

This week we will cover the syllabus and 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 Canvas class. Proceed through each step making sure to sign up for The New York Times digital subscription [here](#), and take a screenshot of your NYTimes subscription confirmation and submit it in Canvas' Week 1 content submission folder.

### Week 2: Aug. 30 & Sept. 1, Chapter 1

This week we'll cover chapter 1

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

### Week 3: Sept. 6 & 8, Chapter 2

This week we'll cover chapter 2

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

### Week 4: Sept. 13-15, Chapter 3, and Quiz 1

This week we'll cover chapter 3 and complete Quiz 1.

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

Assignments: Take Quiz 1 (Due Thursday, Sept. 15, 11:59 p.m.)

### Week 5: Sept. 20 & 22, Chapter 4

This week we'll cover chapter 4

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

### Week 6: Sept. 27 & 29, Chapter 5

This week we'll cover chapter 5

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

### Week 7: Oct. 4 & 6, Chapter 6 and Quiz 2

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

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

Assignments: Take Quiz 2 (Due Thursday, Oct. 6, 11:59 p.m)

[Week 8: Class on Oct. 13 \(Fall Break Oct. 8-11\) Chapter 7](#)

This week we'll cover chapter 7

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

[Week 9: Oct. 18-20, Chapter 8](#)

This week we'll cover chapter 8

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

[Week 10: Oct. 25-27, Chapter 10 and Quiz 3](#)

This week we'll cover chapter 10

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

Assignments: Take Quiz 3 (Due Thursday, Oct. 27, 11:59 p.m.)

[Week 11: Nov. 1-3, 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 Canvas

[Week 12: Nov. 8-10, Chapter 11](#)

This week we'll cover chapter 11

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

[Week 13: Nov. 15-17, Chapter 12](#)

This week we'll cover chapter 12

Readings/Viewings: Any supplemental materials provided in Canvas

[Week 14: Nov. 22 \(Thanksgiving Break Nov. 23-27\) Catch Up](#)

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

Readings/Viewings: Any supplemental materials provided in Canvas

Assignments: Study for Quiz 4

Week 15: Nov. 28-30 (last day of classes), Quiz 4

This week you'll study for Quiz 4 and take it by the last day of classes. It will be open for the entire week prior to this date. You may access Quiz 4 from 8 a.m. Nov. 21-Nov. 30 at 11:59 p.m.

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

Assignments: Take Quiz 4 (Due 11:59 p.m. Wednesday, Nov. 30)

## **ASSESSMENT AND OUTCOMES**

### **Professional Values and Competencies in JRSM 1700**

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially along racial, ethnic, gender, sexual orientation and ability differences.
- 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.
- Demonstrate 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 the delivery of media messages.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
- Demonstrate an understanding of 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.
- Demonstrate the ability to conduct effective interviews that elicit information needed to for delivery of media content.
- Development an awareness of how of forms of mass communication that are often taken for granted, such a music, movies television shows and social media postings, are

used to affect society and effect change.

- Understand the allied fields of social media, 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)*

- Complete out-of-class assignments related to assessing content and media messages in newspapers, magazines, advertising, music, television, radio and movies.
- Participate in discussions about relevant issues and events in mass media.

### **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, music, public relations and advertising.
- Demonstrate an awareness of the 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.
- A requirement to read news content regularly, either on web sites or in printed newspapers, will help students understand and appreciate the decisions that go into how news is covered and what is presented to consumers on a daily basis.

#### *Application*

- Written analysis of U.S. media operations and systems.

## **JOURNALISM AND STRATEGIC MEDIA POLICIES**

### **Portfolio requirement**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their

professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **Email**

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

### **Electronic devices**

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

### **Attendance**

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### **Course repetition**

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

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to



substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### **Academic integrity**

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

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

### **Online SETEs**

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

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

### **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

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

### **Diversity and inclusivity**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **Weather policy**

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### **Student support**

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

### **COVID-19 protocols**

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.