

# Student Media Practicum

JRSM 4940-001, 003, 004

Fall 2023

**Michael Robinson, M.A.**

**Office Hours:** Meeman 324 | Tuesday and Thursday, 11 a.m. – 12:15 p.m. and by appointment

**Email:** [mrbsn12@memphis.edu](mailto:mrbsn12@memphis.edu)

## COURSE REQUIREMENTS

### Catalog description

Work in practical assignments at student media organizations. Students must work at least 50 hours per credit hour. May be repeated for up to 3 credits. NOTE: Students who have received credit for JOUR 3649, 3800, 4802 (Meeman 901) may not receive credit for JRSM 4940. May be repeated for up to six hours. PREREQUISITE: Permit required and must have earned 45 credit hours.

### Prerequisites

Acquisition of a position in the student media, completion of required paperwork, and permission of adviser and internship coordinator. Earned 45 hours.

### Textbooks

None.

### Classroom format

Students are required to work at least 120 hours in the field, gaining structured experience in a chosen area related to journalism and strategic media, and complete an online portfolio.

This class is completely online and all assignments will be delivered through Canvas.

### Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
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 4940 to enter your course and read the instructions on the welcoming page

### Grading

In JRSM 4940, final grades of A-F will be calculated from the three components listed below.

Online Portfolio 25%

Practicum Report 25%

Supervisor Evaluation 50%

Practicum supervisors will be sent a survey link (by email) during the semester to assess your performance in the practicum. This is heavily considered when determining the final grade in the course, so maintaining an open dialogue with your supervisor to monitor performance throughout the internship is strongly recommended.

In addition to field experience, students should update their online portfolio with any relevant work from their practicum and must submit a written report about the practicum. Assignment documents about the portfolio and the report are available in Canvas. **All assignments must be submitted to the Dropbox by 11:59 p.m. on the last day of classes, April 24.** No late assignments will be accepted.

Earning an A for any of these components denotes exemplary performance. This means your supervisor responded with the highest praise, your report was thoughtful and free of grammatical errors and your portfolio website was well-organized and adhered to departmental standards. Similarly, a B denotes above average performance, C satisfactory, D below average and F unsatisfactory.

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in JRSM 4940

- 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 as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Effectively and correctly apply basic numerical and statistical concepts
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

### How professional values and competencies will be met

#### *Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Examine the environment in which they work and the role they play in helping to achieve success.
- Convert classroom experiences and skills to the workplace to better understand real-world applications.

- Identify personal strengths and limitations and how those relate to their professional trajectories.
- Articulate the macro and micro factors that shape the success or failure of an organization—economy, politics and community—and the impact that they can make on these factors.

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Report on the internship experience by detailing completed tasks, the general workplace environment and their overall takeaways.
- Develop a broader portfolio of work appropriate to their field: a broadcast tape; news clips; ad copy or designs; and public relations writing, layout, or other appropriate work that is approved by the supervisor.
- Manage at least 150+ hours worked in the practicum position.

## How assessment of student learning will be met

### *Awareness*

- Become aware of the environment in which they work and the role they play in helping to achieve success.

### *Understanding*

- Understand their own strengths and limitations.
- Understand the position of their practicum in the broader media landscape.

### *Application*

- Receive evaluation from supervisor.
- Develop a portfolio of work from the practicum.
- Produce final report detailing practicum experience.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

### **Email**

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

### **Electronic devices**

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

### **AI/Chat GPT**

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

### **Attendance**

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

### **Course repetition**

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

### **Academic integrity**

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

### **Online SETEs**

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

### **AP Style and grammar**

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

### **Disability and accommodations**

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

### **Diversity and inclusivity**

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out

through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

### **Weather policy**

Always check with local media, the University of Memphis website regarding inclement weather.

### **Student support**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.