

Survey of Media
JRSM 1700-M90
Spring 2025
Online/Asynchronous

Tori Martin Cliff, ABD

Office: Varnell-Jones 304, Teams

Office Hours: Via Teams and by appointment

Email: 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, 12th edition, Cambell, R., Martin, C., Fabos, B., Macmillan.

Accessing the course website

1. Go to www.memphis.instructure.com.
2. Log in using your University of Memphis username and password.
3. Select JRSM 1700 to enter your course and read the instructions in the first module.

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 tmcliff@memphis.edu. Your university email account can be found on the memphis.edu homepage by clicking on umMail.

Classroom format

This is an online class. Each week there will be a module that you'll need to complete. This may include weekly readings from the textbook, articles, podcasts, assignments, quizzes, discussion posts, projects, etc.

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.

Meeting deadlines is essential for media professionals. Logging into the course within Canvas and spending time working on content is necessary to do well in the course. **Late work will not be accepted unless there are extraordinary circumstances that are verifiable, like an emergency surgery.** If an emergency occurs, it is the student's responsibility to provide necessary verification to the professor ASAP. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

The basic requirements for this course include these elements:

1. Engage with coursework in Canvas and stay abreast of class materials;
2. Complete all work in Canvas and assigned readings from the textbook each week;
3. Check campus email for updates to remain up to date;
5. Complete any quizzes, blogs, discussion posts, or assignments or before deadline;
6. Complete work with excellence;
7. Be respectful of classmates and professor at all times; and
8. Communicate with your professor right away if you are experiencing trouble in the course.

GRADING

Quizzes: 50%

Assignments/Exercises/Blogs/Activities/Participation: 50%

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

Other issues

No extra credit is available.

Any written assignments will be checked for plagiarism.

Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar, and language.

A large part of strategic media is having a polished written concept of what you are communicating. This includes all classwork and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and original, meaning it's yours. If you quote anything or get information from any other source, it should be fully cited using APA 7th.

ChatGPT / AI

You must obtain permission from the instructor before using ChatGPT or other AI tools to assist

with assignments in this course. Once permission is granted, AI may only be used as directed. Assignment submissions may run through AI detection software. Unauthorized use may result in a failing grade or a request to resubmit an assignment. Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

TENTATIVE COURSE SCHEDULE

Week 1: Introduction to Class, Chapter 1, Jan. 22-26

This week you will complete all the content within the Getting Started folder + Week 1 content in Canvas.

This includes items like the syllabus, course expectations, etc. You will also learn about strategic media.

Readings: Chapter 1 and any supplemental materials provided in Canvas

Assignments:

Week 2: Chapter 2, Jan. 27-Feb. 2

This week you will view and complete all the content within Week 2 content.

Readings: Chapter 2 and any supplemental materials provided in Canvas

Week 3: Chapter 3, Feb. 3-9

This week you will view and complete all the content within Week 3 content.

Readings: Chapter 3 and any supplemental materials provided in Canvas or class

Week 4: Chapter 4, Quiz 1, Feb. 10-16

This week you will view and complete all the content within Week 4 content.

Readings: Chapter 4 and any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 1 no later than (NLT) 11:59 p.m. on Sunday, Feb. 16**

Week 5: Chapter 5, Feb. 17-23

This week you will view and complete all the content within Week 5 content.

Readings: Chapter 5 and any supplemental materials provided in Canvas or class

Week 6: Chapter 6, Feb. 24-March 2

This week you will view and complete all the content within Week 6 content.

Readings: Chapter 6 and any supplemental materials provided in Canvas or class

Assignments: **Key Takeaways from Fake New Colloquium NLT 11:59 p.m. Sunday, March 2**

Week 7: Chapter 7, Quiz 2, March 3-9

This week you will view and complete all the content within Week 7 content.

Readings: Chapter 7 and any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 2 NLT 11:59 p.m. Sunday, March 9**

Week 8: March 10-16 (Spring Break March 10-16)

Enjoy Spring Break!

Week 9: Chapter 8, Fundamentals of News, March 17-23

This week you will view and complete all the content within Week 9 content.

Readings: Chapter 8 and any supplemental materials provided in Canvas or class

Assignments: **Fundamentals of News Assignment (provided by Newseum) due NLT 11:59 p.m. Sunday, March 23**

Week 10: Chapter 9, Quiz 3, March 24-30

This week you will view and complete all the content within Week 10 content.

Readings: Chapter 9 and any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 3 NLT 11:59 p.m. Sunday, March 30**

Week 11: Chapter 10, March 31-April 6

This week you will view and complete all the content within Week 11 content.

Readings: Chapter 10 and any supplemental materials provided in Canvas or class

Week 12: Chapter 11, April 7-13

This week you will view and complete all the content within Week 12 content.

Readings: Chapter 11 and any supplemental materials provided in Canvas or class

Week 13: Chapter 12, April 14-20

This week you will view and complete all the content within Week 13 content.

Readings: Chapter 12 and any supplemental materials provided in Canvas or class

Week 14: Work and Study Week, April 21-27

This week you will view and complete all the content within Week 14 content.

Readings: Any supplemental materials provided in Canvas or class

Assignments: Study for Quiz 4 (this will be due NLT 11:59 p.m. Sunday, May 4)

Week 15: Last (partial) Week of Classes, April 28-May 4

This week you will view and complete all the content within Week 15 content.

Readings: Any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 4 NLT than 11:59 p.m. on Sunday, May 4**