

Intro to Media

JRSM 1700-M51

Spring 2025

UofM Global

Prof. TK King

Office: 224 Meeman Journalism Building

Office Hours: MW 2:30 p.m. to 3:30 p.m., TR 12:30 p.m. to 4:30 p.m. or by appointment

Office phone: 901-678-2403

Cell phone: 901-337-0151

Email: taking@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

Required textbook

Media and Culture: Mass Communication in a Digital Age by Richard Campbell, Christopher R. Martin, Bettina Fabos, and Ron Becker, 13th Edition.

Classroom format

This course is delivered online in an asynchronous format. There are no scheduled meeting times. This can be convenient, but it also means that it is essential for you to be organized.

Accessing the course website

This online course is administered using the UofM's Canvas platform.

You can access the course at <http://memphis.instructure.com/>

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 taking@memphis.edu.

Grading

Chapter exams: 50 percent

Discussion board participation: 30 percent

Media profile: 20 percent

Course objectives

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

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 the media profile** assignment explained later in the syllabus.

No late work will be accepted for any reason, including power outages. All chapter quizzes and discussion board posts for each assigned reading close at 11:59 p.m. that night.

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.

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 only one attempt at each test. 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 is one attempt 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. It is a waste of your time to try to cheat, and anyone caught cheating will be prosecuted to the full extent possible within the UM Student Handbook to include potential dismissal from the University, as noted elsewhere in this syllabus.

Discussion board current event posts

Each week you must post a link to a news story from any one of the following newspaper websites:

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 news 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.

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

Media Profile

Your final project in the course is to complete a profile of a media company our outlet. Examples might be The Commercial Appeal, the Daily Memphian, Vogue magazine, WHBQ Fox 13 Memphis, CNN, Archer Malmö, FleishmanHillard, National Public Radio, Vox, ProPublica, YouTube, Facebook, Reddit, TikTok, Spotify, Stitcher, RandomHouse, Nintendo or Microsoft. The profile should address the following items:

- Name of media organization.
- Brief history of the organization.
- Ownership of the organization.
- Key products of the organization.
- Typical target audience or clients served. (Hint: look at the company's media kit.)

The profile should be about 750 words in total and should cite information as a journalist would if writing for a magazine.

Do not use APA or MLA style citations.

Say things like: ***According to its website, The Commercial Appeal is owned by Gannett Newspapers with headquarters in McLean, Virginia, and publishes about 100 newspapers throughout the U.S. including the Tennessean in Nashville, the News-Sentinel in Knoxville and the Clarion-Ledger in Jackson, Mississippi. Give as much detail as you can in each section.***

The Media Profile assignment is due on the last day of class. You can submit it early if you like. Due to the final week being an abbreviated week with class ending on a Friday, you should get an early start on the profile.

COURSE SCHEDULE

Week 1: Jan 21 - Jan 26

Complete modules for Chapters 1-2
Current Events Discussion
Quizzes

Week 2: Jan 27- Feb 2

Complete modules for Chapters 3-4
Current Events Discussion
Quizzes

Week 3: Feb 3- Feb 9

Complete modules for Chapters 5-6
Current Events Discussion
Quizzes

Week 4: Feb 10- Feb 16

Complete modules for Chapters 7-8
Current Events Discussion
Quizzes

Week 5: Feb 17 - Feb 23

Complete modules for Chapters 9-10
Current Events Discussion
Quizzes

Week 6: Feb 24 – March 2

Complete modules for Chapters 11-12
Current Events Discussion
Quizzes

Week 7: March 3- March 7

Media Profile

ASSESSMENT

Professional Values and Competencies for 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, Sound Slides 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.

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 be required 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 UUIs 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

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

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.