

# Intro to Media

JRSM 1700-M50

Summer 2024

Prof. TK King

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Virtual office appointments are available upon request. Email to set up an appointment.

## 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

Campbell, R., Martin, C. R., Fabos, B., and Becker, R. (2022). *Media & Culture: Mass Communication in a Digital Age*, 13<sup>th</sup> Edition. Boston: Bedford/St. Martin's  
ISBN 978-1319244934

### Classroom format

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student.

You must have internet access and Microsoft Word or other word processing software that generates a ".doc" or ".docx" extension. All assignments MUST be filed in a ".doc" or ".docx" format; type must be double-spaced with indented paragraphs.

I must be able to open your work and review it using track changes to grade it. Work submitted in a software package not noted as acceptable may result in point deductions

### Accessing the course website

1. Go to the University of Memphis Canvas login page:  
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On the Dashboard, click on the course card for JRSM 1700-M50.

### Course assignments and expectations

This course introduces all professional areas 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.

Coursework will be completed every week to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Time), which may vary by assignment. Check each due date and time to ensure you post by the deadline.

This course requires you to:

- Complete assigned readings from the textbook as indicated in the modules on Canvas.
- Complete quizzes that cover the assigned readings.
- Respond to discussion board prompts and post relevant comments on your peer's discussion board posts.
- Complete a media profile assignment.

### Course quizzes

Quizzes are not timed, but you only have one attempt to take each quiz, so you should do the readings before taking the quiz. There are generally 20 questions for each chapter on quizzes.

### Discussion board posts

For discussion board posts, 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 free through the University of Memphis Library. You do not need to buy a subscription.

You should interact and develop discussion threads for each post with your peers. Don't summarize the news story in your discussion post. Think critically!

### **Media Profile**

You'll complete a profile of a media company or outlet. Examples might be The Commercial Appeal, The Daily Memphian, Vogue magazine, FOX 13 Memphis, CNN, Archer Malmø, FleishmanHillard, National Public Radio, Vox, ProPublica, YouTube, Facebook, Reddit, TikTok, RandomHouse, or Instagram.

The profile must 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 and cite information as a journalist would. 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. It 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 use of AI tools to generate content is prohibited.**

Although useful in many contexts, ChatGPT and similar AI tools are inappropriate for this course. This course's important outcome is strengthening your critical thinking and writer abilities. This is only possible when you do the work. You may not submit work written wholly or partially by an AI tool. You must complete all course assignments independently. Assignment submissions may be run through AI detection software. If your submission appears to have been written using AI, you may receive a failing grade or be asked to resubmit the assignment.

### **Questions about Grades**

If you have questions about a grade, you must contact me within 48 hours of the assignment being returned to you. After that, the grade stands.

You are also responsible for tracking your grade online and meeting with me if you are concerned about your overall grade.

### **Grading**

Quizzes, 50%

Discussion Board Participation, 30%

Media Profile, 20%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4% B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4% C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4% D+ = 66.5-69.4%; D = 59.5-66.4% F 0-59.4%

### Other issues

Contacting me. The best and quickest way to contact me is via email ([ksmarks@memphis.edu](mailto:ksmarks@memphis.edu)). I will respond to your email within 24 – 48 hours. You can also make an appointment to meet with me via Teams or phone. If you have a problem, do not let it snowball. Contact me ASAP.

### COURSE SCHEDULE

This is a condensed summer course. The workload is heavy, with multiple chapters assigned each week, and you'll need to schedule time to stay current on the readings and the quizzes.

#### Week 1, July 7 - 13

Chapter 1: Mass Communication: A Critical Approach

Chapter 2: The Internet & Digital Media

Chapter 3: Digital Gaming & the Media Playground

DUE: Introduction discussion post

DUE: Chapter 1 Quiz

DUE: Chapter 2 Quiz

DUE: Chapter 3 Quiz

#### Week 2, July 14 - 20

Chapter 4: Sound Recording & Popular Music

Chapter 5: Popular Radio and the Origins of Broadcasting

Chapter 6: Television & Cable

Chapter 7: Movies & the Impact of Images

Assignment: Media Profile (Due July 28)

DUE: Discussion Post 1

DUE: Chapter 4 Quiz

DUE: Chapter 5 Quiz

DUE: Chapter 6 Quiz

DUE: Chapter 7 Quiz

#### Week 3, July 21 - 27

Chapter 8: Newspapers

Chapter 9: Magazines in the Age of Specialization

Chapter 10: Books & the Power of Print

DUE: Discussion Post 2

DUE: Chapter 8 Quiz

DUE: Chapter 9 Quiz

DUE: Chapter 10 Quiz

#### **Week 4, July 28 – Aug. 3**

Chapter 11: Advertising & Commercial Culture

Chapter 12: Public Relations & Framing the Message

Chapter 13: Media Economics & the Global Marketplace

DUE: Discussion Post 3

DUE: Chapter 11 Quiz

DUE: Chapter 12 Quiz

DUE: Chapter 13 Quiz

DUE: Media Profile

#### **Week 5, Aug. 4 - 7 (Thursday)**

Chapter 14: The Culture of Journalism

Chapter 15: Media Effects & Cultural Research

Chapter 16: Legal Controls & Freedom of Expression

DUE: Chapter 14 Quiz

DUE: Chapter 15 Quiz

DUE: Chapter 16 Quiz

### **ASSESSMENT AND OUTCOMES**

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

- Apply the principles and laws of freedom of speech and press globally 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 those with racial, ethnic, gender, sexual orientation, and ability differences.
- Demonstrate an understanding of professional ethical principles and work ethically to pursue truth, accuracy, fairness, and diversity.

#### **How professional values and competencies will be met**

##### *Cognitive objectives to be mastered (ability to explain, analyze, understand, and 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 various relationships between media and their audiences, including diverse audiences.
- Be sensitive to the needs of diverse and under-represented groups in delivering 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 major mass communication industries' behind-the-scenes operations and decision-making processes.
- 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 deliver media content.
- Develop an awareness of how forms of mass communication that are often taken for granted, such as 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 the basics of media law
- Recognize major divisions of mass media, including newspapers, magazines, 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 also understanding the process.
- A requirement to read news content regularly, either on websites 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 daily.

#### *Application*

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

## **JOURNALISM AND STRATEGIC MEDIA POLICIES**

### **Portfolio requirement**

As an undergraduate student in the Department of Journalism and Strategic Media, you must 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 web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system but are encouraged to use WordPress, Wix, or SquareSpace. You are also encouraged to purchase a URL if you 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 activate your UofM email account. If you are using another provider, such as Google, you must forward all UofM emails 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 smartphone. Others do not. Instructors will set the policy for their specific classes.

### AI/Chat GPT

In Journalism & Strategic Media, artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others. Please refer to the 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. For more information about the University's 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. You 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 your ideas' originality and evaluating the 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 a source document in Turnitin.com's restricted access database. It is solely to detect plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or not accepted.

### **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, you must 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 before the due date.

You may be permitted to make up missed assignments if the absence was due to illness or a catastrophic emergency, such as a documented death in the family.

### **AP Style and grammar**

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

### **Disability and accommodations**

If you need 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. These 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 contribute to 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 understanding various 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.

### **Weather policy**

Always check with local media and 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 can assist in connecting you with campus or community support.