

Media Internship
JOUR 4930/7600-301
Summer 2015

Dr. Sandra Utt
Office: 334 Meeman
Phone: (901) 678-4795
Cell: (417) 628-2553
e-mail: sutt@memphis.edu

COURSE REQUIREMENTS

CATALOG DESCRIPTION:

Work in practical assignments at local media and other communication organizations under supervision of qualified practitioners.

PREREQUISITE:

Acquisition of an internship, completion of required paperwork, and permission of advisor and/or internship coordinator

TEXTBOOKS:

No textbooks required.

CLASSROOM FORMAT:

Students are required to work at least 120 hours in the field, gaining structured experience in a chosen area related to journalism; contribute to the journalism department's social media, specifically the internship blog and Twitter hashtag (#JournoIntern); and, complete an online portfolio.

GRADING:

Grades are recorded as Pass or Fail.

Blogging/tweeting	25%
Online portfolio	50%
Evaluation by your supervisor	25%

Students must complete at least 120 hours of field experience to earn 3 hours of department credit. Dr. Utt will send your internship supervisor two survey links (by email) in order to assess students' performance at the internship.

Students must also blog (four total) and tweet (*at least 20*, #JournoIntern) about their internship experience over the course of the summer. See the course calendar for due dates.

Finally, an online portfolio is required of every graduate from the Department of Journalism. The online portfolio must feature the student's current work. For examples, see the Online Portfolio tab here: <http://memphisjournointern.weebly.com>.

TENTATIVE COURSE SCHEDULE

- Week of June 1** Email Dr. Utt your Twitter handle by Wednesday, June 3
- Wednesday, June 8** **Blog #1 Introduction**
What is your name? Where are you interning? What are your responsibilities? What are you learning? What do you hope to learn? Describe “a day in the life of...”, etc.
- Wednesday, July 1** **Blog #2 Update**
Report on your experience so far. What have you learned? What have you observed, challenges met along the way?, etc.
- Wednesday, July 29** **Blog #3 Wrap-up**
Reflect on your experience as an intern, lessons learned and advice for future interns, etc.
- Monday, Aug. 1** **Online portfolio due**

Links to blogs and online portfolios **MUST** be sent to Dr. Utt’s email address no later than Midnight on the date due.

FIVE PILLARS OF JOUR4930

- *Professionalism*: Students learn the professional standards of the mass communication industry by discussing and participating in internship experiences. Students polish their online portfolios in preparation for graduation.
- *Writing*: Students write for the department’s internship blog.
- *Multimedia*: Students finalize an online portfolio with inclusion of work specific to their major, for example, broadcast tape, ad layout, newsletter, brochure, etc. and career goals.
- *Critical Thinking*: Students must demonstrate an understanding of the industry and the particular skills needed for entry.
- *Media Literacy*: JOUR 4930 addresses media literacy by exposing students to mass communication industry with “hands on” experience in the field.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4930:

- Understand concepts and apply theories in the use and presentation of images and information
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- 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):

- Students will be able to think critically about the environment in which they work and the role they play in helping to achieve success.
- Students will be able to transfer classroom experiences to the workplace.
- Students will be able to understand their own strengths and limitations.
- Students will be able to 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):

- Students will be able to develop blog posts for the student internship website.
- Students will develop a 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 instructor and on-site supervisor.
- Students will work 120 hours.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4930

Students are assessed using the following methods:

Awareness:

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

Understanding

- Students will be able to understand their own strengths and limitations.

Application

- Portfolio/tape review
- On-site supervisor evaluation form
- One-on-one meetings with the internship advisor to review resume, portfolio and final project

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- 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.
 - Understand concepts and apply theories in the use and presentation of images and information;
 - Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
 - Think critically, creatively and independently;
 - Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
 - Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
 - Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
 - Apply basic numerical and statistical concepts;
 - Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student’s work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

EMAIL:

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university. Personal student information, such as grades, is restricted to your UM email address.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance or habitual late arrival. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all” (Office of Legal Counsel, October 17, 2005).

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You

need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

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

WEATHER POLICY:

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.

AP STYLE AND GRAMMAR:

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.