

## **Survey of Mass Communication**

Journalism 1700-M50

Spring 2014

Online UM eCourseware (See below for access instructions)

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### **COURSE REQUIREMENTS**

#### **CATALOGUE/COURSE 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

#### **TEXTBOOK:**

Mass Communication: Living in a Media World, third edition, Ralph E. Hanson. CQ Press; ISBN 978-1-60426-600-9

#### **CLASSROOM FORMAT:**

This online course is administered using the U of M's eCourseware platform. The course page will open on Jan. 16. Follow the instructions below to access the course:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the “**MyMemphis**” link at the bottom of the left column menu.
3. Log in using your University of Memphis username and password.
4. Click on the “ecampus resources” tab.
5. In the center column of the page, click on the blue U of M eCourseware link.
6. Find the Spring 2013 course list on that page, and click on the link for JOUR 1700 M50. Enter your course and the welcome page.

#### **NOTES:**

- 1 Please **do not** use the internal eCourseware email system on the course web page. Use your regular University of Memphis email to correspond with your professor at padenney@memphis.edu.
- 2 You may also access the eCourseware login page by selecting it from the “quick links” tab on the U of M homepage.

#### **GRADING:**

Chapter exams.....60%  
Discussion board participation.....20%  
Media professional essay.....20%

### **COURSE OBJECTIVE:**

This course is an introduction to all professional areas falling under the umbrella of journalism. 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. Students may participate in one or more outside activities (attend Freedom of Information event, interview media professional, visit a media organization) at the discretion of the instructor.

The course covers

- how primary research, including focus groups and surveys, determine target audience selection for certain products/services.
- the role that media play in audience consumption behavior and media use. For example, the role of secondary media sources (Nielsen, MediaMark), which media (television, Internet, newspaper, etc.) a target audience uses and how much of a product/service a target audience consumes.
- the ongoing government regulation of the U.S. media as well as the constitutional principles that guide it.
- how new technology, including the increase of social media, affects consumers.

The course also demonstrates how students should critically analyze and determine how their use of mass media, including advertising and public relations, affects their lives.

This course covers the techniques of computer-assisted reporting (CAR):

- developing a research question;
- gathering primary information (interviews)
- analyzing data sets using Excel or Access software; and
- writing a professional investigative reporting project.

**No late work will be accepted. All quizzes and discussion boards for each week's assigned reading close at 11:59 p.m. Sunday night.**

The basic requirements for this course include four elements:

1. **Completing assigned readings** from the text book each week as indicated in the course timetable.
2. **Completing the quiz for each assigned reading** from the text book each week by Sunday night.
3. **Posting comments on the discussion board "topic" for each reading** each week by Sunday night.
4. **Completing the "media professional essay"** assignment explained later in the syllabus by April 6, 2014.

### **Chapter Tests:**

Tests are timed to ensure that you understand the reading instead of looking up individual answers. Typically, you will have from 30 seconds to 1 minute to answer each question. So, you should read thoroughly and study each assignment before taking the chapter test. You will be allowed only one attempt at each test. If you run out of time on a test, it will be recorded as a zero. 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 posts:**

All students should post at least two comments about each week's reading. You should interact and develop discussion threads with your course colleagues each week. All postings must be at least two sentences. Any short posts such as "I agree" and "LOL" will not count. Both the frequency of your postings and the quality of your contributions will be evaluated for the final grade in this category.

**Media professional essay:**

Each student should interview a media professional. You may choose from an individual who works in print media, PR, broadcast, Internet/web, film or advertising. Your goal is to discover the following:

- skills needed for the job;
- issues the individual encounters related to his/her profession;
- current controversies and future directions about the job.

This is an exploratory exercise that should help you learn more about what you think you'd like to do in the media field. Have fun with the interview. The assignment will be graded for writing quality, grammar, punctuation and spelling.

Your essay can be no more than 500 words and will provide a summary of the interview information. Write in third person (no personal pronouns such as I, me, etc.). You may quote the person interviewed.

At the top of your submission, include your name and email, as well as the name, title, email, and business telephone number of the person you interview. Your Professor may call the source to verify the interview and fact-check your story.

This is meant to be a journalistic type of reporting experience. So no library or internet sources or footnotes should be included. Think of yourself as a reporter who is interviewing a subject and writing a story based on what you have been told in your interview.

Answer the following questions in your essay:

1. Who is this person?
2. What does this person do?
3. Where does this person do it? (the city located, the type of media business.)
4. When did this person begin this job or career?
5. Why does this person pursue this career?
6. How did this person get into this career field?  
Were there any obstacles/challenges the person faced when beginning this career path? What were the obstacles and does this person have any advice to help avoid them?
7. Would this person suggest this career for an aspiring young professional? Why?
8. What are the negative aspects of this career for an aspiring journalist like you?
9. How much does this kind of job pay? How should a person like you improve your chances to succeed in this career?
10. What are the positive aspects of this career that the person likes the most?

**Ground Rules for the Media Professional Essay:**

You may interview by phone or in person. You may establish contact by email, but you cannot conduct the interview by email. You must talk to the person you interview.

Local and national media professionals are accessible. Most media professionals will be very kind to journalism students, so use that to your advantage. Direct messages via social media can be more effective than email.

You may complete this assignment at your convenience during the semester, so long as it is turned into the eCourseware course website drop box no later than 11:59 p.m. April 6, 2014. No late submissions will be accepted. You will see the title of Interview Assignment at the Dropbox. You will upload your Word file containing your essay with your questions placed at the end of your essay. Do not forget to put your name on the essay!

You should complete the chapter assignments in the following order:

1. Read the chapter.
2. Post comments in the discussion forum for that chapter.
3. Take the test for that chapter.

If you get behind and cannot complete the required work by April 7, 2013, there will be no additional time provided and you will fail the course. Likewise, if you do not complete the test during the week a chapter is assigned you will receive a zero on that test. The same is true for any discussion boards to which you do not contribute in the week they are open. It is paramount you be self-disciplined in this course.

Discussion board comments must be relative to the topic being discussed. Any postings deemed irrelevant by your professor will not count. Students should post comments for each assigned group of readings.

**TENTATIVE TIMETABLE:**

Date: Spring 2014	Topic Assignment	Pages	Additional Information
Jan 20-Jan 26	Practice Quiz, post student bios, Read Hanson Chapter 1	2-41	
Jan 27-Feb 2	Hanson Chapter 2	42-73	
Feb 3-Feb 9	Hanson Chapter 3	74-113	
Feb 10-Feb 16	Hanson Chapter 4	114-149	
Feb 17-Feb 23	Hanson Chapter 5	150-181	
Feb 24-Feb March 2	Hanson Chapter 6	182-219	
March 3-March 9	Hanson Chapter 7	220-263	Attend lecture at UofM March 5 for extra credit.
March 10-March 16	Hanson Chapter 8	264-301	
March 17-March 23	Hanson Chapter 9	302-339	
March 24-March 30	Hanson Chapter 10	340-377	
March 31-April 6	Hanson Chapter 11	378-413	Deadline Essay
April 7- April 13	Hanson Chapter 12	414-447	
April 14-April 20	Hanson Chapter 13	448-483	
April 21-April 27	Hanson Chapter 14	484-521	
April 28-May 4	Hanson Chapter 15	522-555	

Note: Hanson Chapter 15 constitutes the final exam.

## ASSESSMENT

### **PROFESSIONAL VALUES AND COMPETENCIES FOR SURVEY OF MASS COMMUNICATION:**

- 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 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;
- 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):**

- 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 FOR SURVEY OF MASS COMMUNICATIONS:**

*Awareness:*

- Lecture, discussion on First Amendment and basics of media law
- Text readings, guest speakers and lectures by professor will address all the major divisions of mass media, including newspaper, magazine, TV, radio, Internet, books, movies, public relations and advertising.
- Diversity will be discussed as it applies to all areas of mass communication
- Ethical decision making is discussed throughout the semester as it applies to each media profession.
- 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 five smaller media assignments. Specifics to be announced throughout the semester.

**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**

##### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as gmail, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website 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.

##### **CELLPHONES:**

Must be turned off during 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. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to 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). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

##### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking 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)

**ONLINE SETES:**

You are urged to complete the SETEs evaluation of this class once before your instructor has posted your grade, once your grade is posted, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your student 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 Hall to coordinate reasonable accommodations for students with documented disabilities.