

# Intro to Media

JRSM 1700-002, C01, C30

Fall 2020

Class meeting: Tuesday & Thursday, 2:40 p.m. to 4:05 p.m. (Zoom)

**Instructor:** Prof. Terris "TK" King

**Office:** 324 Meeman Journalism Building

**Office Hours:** Monday and Wednesday, 3 p.m. to 5 p.m. or by appointment

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## COURSE REQUIREMENTS

### Catalog description

Social background, scope, functions and organization of modern communication media, attention to all major mass communication media; history, 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, 12<sup>th</sup> Edition, Richard Campbell, Christopher R. Martin, Bettina Fabos, Bedford/St. Martin's; ISBN 978-1-319-10285-2 (Paperback), ISBN 978-1-319-10471-9 (Loose-leaf Edition)

### Classroom format

Lecture and intense discussion will be used in the teaching of the class, and students will be tested on lectures by the professor and guest speakers, as well as PowerPoints and textbook readings.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 1700 -002 to enter your course and read the instructions on the welcoming page.

### Course Requirements

Students are expected to attend all class sessions and participate in the discussions. Quizzes and exams will be based on classroom lectures and discussions as well as assigned reading and discussions with guest speakers from various media disciplines. There will be three major exams during the semester, each counting 200 points toward your final grade. You will be tested on only the material covered since the last exam. There will

be several quizzes on some of the textbook readings you will be assigned and classroom discussions. Each of these quizzes counts 25 points or 50 points unless otherwise noted. There will also be a special 50-point ethics quiz and up to four 50-point media-related assignments (specifics to be announced). Students in the Tiger Learning Community sections will also be assigned an extra written paper. Details will come later.

### **Tiger Learning Community Students**

If you are registered in the C01 or C30 TLC sections, you will have an additional assignment at the end of the semester that will be discussed later. You will also meet separately with the professor during the latter part of the semester to discuss the class. The assignment is not due until late November (exact date to be announced).

### **Grading**

Grades in this class are based on a point system. The more points you accumulate from quizzes, exams, outside assignments and extra credit, the better your grade will be at the end of the semester.

A: 900-1,000 points

B: 800-899 points

C: 700-799 points

D: 600-699 points

F: 599 and below

### **Other issues**

As stated earlier, students are expected to attend each class session and be on time. Roll will be taken at the beginning of each class period. If you have more than five (5) unexcused absences during the semester, you are subject to a reduction of one letter grade.

### **COURSE SCHEDULE (TENTATIVE)**

Because there will be guest speakers visiting the class during the semester, it is impossible to schedule those visits too far in advance. The course schedule will be sent to the class each month. The first month schedule is below.

#### *Week 1, Aug. 18: First Day of Class: What is Mass Communication?*

First roll call, go over syllabus in detail, discuss textbook and class decorum, introduce the instructor and her credentials in the field of mass communication. Discuss the class material in depth and the expectations for the semester. Take questions. Begin discussion on Chapter 1: Mass Communication.

#### *Week 1, August 17- 21: Culture and Evolution of Mass Communication*

How did it all start? A careful examination of the history of oral and written communication, including the development of print that changed the world. The influence of newspapers and magazines and how they affected the political process and the culture. The evolution of media and the four stages of media innovation from emergence to convergence. Will also discuss the electronic media era, the move to digital and how each change in delivery of media was accepted or rejected by society.

Readings: Textbook Chapter 1

Assignment: Be prepared to discuss your primary source of receiving information, including news, and the

primary way that you communicate with others.

### *Week 2, August 24-28: Digital Media and Convergence*

An examination of how the Internet and digital media have changed the way we communicate. The birth of the Internet age and the changes it brought. How has the Internet further divided the haves from the have-nots? In general, how social media have transformed society. We will also examine how so-called new media have made legacy media expendable to the point of driving some out of business.

Readings: Textbook Chapter 2

Assignment: Come prepared to discuss how you use the internet and your favorite web sites, social media sites and apps. Take first quiz.

### *Week 3, August 31-September 4: Sound Recording and Popular Music*

A look at the development and history of sound recording through the years. From phonographs to compact discs to mp3s and music streaming, the sound recording industry has had many technological advances. How has the music industry been affected by this boom in technology sound recording? We will look at how we listen to our favorite sound recordings.

Reading: Textbook Chapter 4

Assignment: Be prepared to discuss the kind of music you would like to hear on your campus radio station WUMR, and why this particular genre appeals to you.

### *Week 4, September 7-11: Popular Radio and the Origins of Broadcasting*

A detailed look at the origin of broadcasting, early technology and development of radio, radio's evolution and reinvention. We will examine radio formats, commercial and noncommercial radio, and their target audiences. Radio is the original mass medium, but does it lack the staying power of other mediums?

Reading: Textbook Chapter 5

Assignment: Be prepared to discuss if radio is still relevant. Take second quiz.

### *Week 5, Sept. 14-18: Television and Cable*

The origins and developments of television and cable will be discussed. We will look out how technology changed the audience's viewing habits along with major trends in programming. Regulatory challenges impacted television and cable and The Telecommunications Act of 1996 opens the door for cross ownership.

Reading: Textbook Chapter 6

Assignment: Be prepared to discuss how technology has influenced your viewing habits?

First Exam

### *Week 6, September 21-25: Movies and the Impact of Images*

The early technology and the evolution of movies, the rise of the Hollywood Studio System, and the economics of the movie business will be discussed. We will look at how technology has allowed for more diversity among moviemakers and provided them with a built-in audience. How has the internet impacted the movie industry?

Reading: Textbook Chapter 7

Assignment: Movie Critique. Instructor will give more details.

### *Week 7, September 28 - October 2: Newspapers: The Rise and Decline of Modern Journalism.*

A detailed look at the origins of newspapers, who started them, how they became so powerful, the calling of a newspaper journalist, how newspapers make a difference in society and why they are on the decline.

Reading: Textbook Chapter 8

Assignment: Discuss first outside of class assignment on newspaper articles. Take third quiz.

## ASSESSMENT AND OUTCOMES

### Five Pillars in JRSM 1700

- *Critical Thinking*: Students analyze the criticism levied at the media, such as “fake news” and “alternative facts” and discuss what criticism may have some legitimacy and may need improvement. Critical thinking skills are developed through ethics discussion and in-class exercises; through question-and-answer sessions with guest speakers from the profession; and media effects class where questions, such as “Does the media reflect reality or create it?” and “Does media influence the values of individuals and society?” are discussed.
- *Media Literacy*: Students develop media literacy through lectures, discussions and guest speakers about newspapers, books, magazines, radio, TV, the internet, movies, advertising and public relations.
- *Multimedia*: Students discuss the importance of multimedia skills and how those skills are developed in the 21<sup>st</sup> century.
- *Professionalism*: Students learn the skills required to work in media today by practicing more advanced applications of the basics: ethics, deadlines, information gathering, and writing news stories and features. Increasingly, work is evaluated on professional standards. Students learn how to pitch story ideas and how to publish stories in print and online.
- *Writing*: Students learn the importance of good writing skills in all segments of journalism and strategic media.

### Professional Values and Competencies in 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, SoundSlides 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.

Students 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. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

## 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 UUIDs 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 and accommodations**

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 and inclusivity**

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.

## COVID-19 protocols for this course

### Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at [drs@memphis.edu](mailto:drs@memphis.edu). (<https://www.memphis.edu/drs/index.php>)

### Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

### Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu).

### Student Resources

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.