

## Pro Seminar

JRSM 7002-001-M50

Fall 2020

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**Office Hours:** 9:30 a.m. to noon Tuesdays; noon to 2:30 p.m. Thursdays

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## COURSE REQUIREMENTS

### Catalog description

Self-paced, online orientation for incoming master's students, addressing skills and issues relevant to graduate studies in mass communication. Grades of S/U, IP will be given.

### Course overview

This course is designed to prepare students for study in the Master of Arts in journalism and strategic media program. Using self-paced modules online, students will learn about academic research, theoretical foundations, the Institutional Review Board, Department of Journalism and Strategic Media faculty members, graduate projects and theses, and professionalism.

### Classroom format

This class operates in an asynchronous online format. You may complete the assignments at your own pace every week. You must complete all the modules and assignments by the end of the semester with at least an 80 percent to earn a satisfactory grade. You should engage your classmates and instructor using the course discussion boards, and you should feel free to email the instructor with questions and concerns.

### Computer usage:

Students are expected to use a computer in this course. Students must follow the acceptable use guidelines for computers set out by the University of Memphis. Students who are unable to access computers at home must be willing to make time to access a computer in one of the university's labs or in the Technology Hub in the University Center.

### Writing style:

This course has intensive writing components. Because students are studying in the field of mass communication, students are expected to adhere to the Associated Press style guide. However, in terms of research, students may use either the Chicago Manual of Style or American Psychological Association style.

### Assignments:

Students must complete all weekly assignments for the course by midnight, Central Standard Time, Monday, Nov. 23,, 2020. There are no late penalties, but students are encouraged to keep up. Homework

assignments must be turned in as a Microsoft Word document to its own homework dropbox on eCourseware. Students must complete all assignments with an 80 percent to earn a Satisfactory grade.

### 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 7002 – 001, M-50 to enter your course and read the instructions on the welcoming page

### Grading

Assignments will be graded and given a score of 1 to 10. A student must finish with 80 percent or better in the course in order to get credit. Students who get 80 percent or better will receive an “S.” Those who do not will get a “U.” An “IP” can be given if there are extenuating circumstances.

### Repetition of courses and coursework

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 resume and logo).

## COURSE SCHEDULE

### *Week 1, Aug. 17: Welcome to Graduate School*

Introduce yourself to your graduate director

Assignment: Fill out an information sheet about yourself

### *Week 2, Aug. 24: Being a Graduate Student*

Purpose of graduate school. Three paths toward a degree. Plan of Study. Differences between a thesis and project.

Assignment: Prepare a plan of study for your program.

### *Week 3, Aug. 31: Meet the faculty*

Introduction of all faculty members in the Department of Journalism and Strategic Media.

Assignment: Write a brief report about what faculty members you might want to use on your committee, or about faculty whom you are looking forward to having for class.

### *Week 4, Sept. 7: Advising*

A look at the advising process throughout the program.

Assignment: Write a memo to your adviser discussing your wants and needs for the program.

### *Week 5 Sept. 14: Theoretical foundations*

Read Chaffee & Berger “What Communication Scientists do.” Explore the role of theory in conducting research.

Assignment: Write a brief discussion post about the role of theory and post it to the page discussion board; also, respond to another student's post on the board

*Week 6, Sept. 21: Research methodologies*

Exploration and discussion of qualitative, quantitative, historical, legal, visual, and critical patterns for research.

Assignment: Write a brief discussion post about a research method you might use or find interesting and post it to the page discussion board; also, respond to another student's post on the board

*Week 7, Sept. 28: The scientific method*

The steps of the scientific method of research

Assignment: Write a brief discussion post about the research process and post it to the page discussion board; also, respond to another student's post on the board.

*Week 8, Oct. 5: Ethical issues*

Discussion of ethical issues for media professionals

Assignment: Read an article about ethical issues and write a response

*Week 9, Oct. 12: Research Integrity*

Discussion of the role of the Institutional Review Board and protection of human subjects.

Assignment: CITI Training

*Week 10, Oct. 19: Library resources*

Exploration of resources available to students through the library

Assignment: Locate research

*Week 11, Oct. 26: Writing and reading research*

Discussion of the different parts of a research article

Assignment: Systematic Reading Form

*Week 12, Nov. 2: Registration for next semester*

Have met or phoned advisor and discussed schedule for the upcoming semester

Assignment: List course registration for next semester

*Week 13, Nov. 9: Knowledge*

Discussion of the strategies and tactics of teaching and knowledge

Assignment: Write a brief discussion post about teaching and experiential learning and post it to the page discussion board; also, respond to another student's post on the board.

*Week 14, Nov. 16: Portfolio*

Discussion of the master of arts in journalism and strategic media's portfolio requirement.

Assignment: Begin development of your personal portfolio page.

*Week 15, Nov. 23: Final Thoughts*

Discussion of the course and final requirements

Assignment: Wrap up the semester with final thoughts

## 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 require 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**

### **COVID-19 Health and Safety Policy - Masks and Social Distancing**

All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

### **Student Health**

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

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

### **Student Accommodations**

If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs 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>)

### **Student Resources**

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