

**Survey of Media**

JRSM 1700-001, 350

Spring 2019

12:40 p.m. to 2:05 p.m. Monday/Wednesday

100 Meeman Journalism Building

Instructor: Prof. Otis L. Sanford

Office: 318B Meeman Journalism Building

Office Hours: Monday, 3 p.m. to 5 p.m. Thursday, 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; philosophy and goals of modern journalism; impact on governmental, social and economic systems.

**PREREQUISITE:**

None

**TEXTBOOK:**

*Mass Communication: Living in a Media World*, 6th edition, Ralph E. Hanson. CQ Press; ISBN 9781544332345. Editions 5 or 6 are acceptable.

**CLASSROOM FORMAT:**

Lecture and 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 textbook readings.

**GRADING:**

A: 900-1,000 points

B: 800-899 points

C: 700-799 points

D: 600-699 points

F: 599 and below

There will be three major exams, each counting 200 points toward your final grade. You will be tested on only the material covered since the last exam. There will be quizzes on some of the textbook readings you will be assigned. Each of these counts 25 points unless otherwise noted. There will also be a 30-point ethics quiz and four 50-point media assignments (specifics to be announced). Students in the honors section will also be assigned an extra paper. Details to come.

No laptops or any other electronic devices are to be used in class without express permission from the instructor. This especially includes texting and anything else that can possibly be done with an electronic device. Cell phones must be off and put out of sight during the length of the class. If any student is caught using a cell phone or

another electronic device during class, there will be a grade penalty and your device may be confiscated until after class.

### **HONORS STUDENTS:**

If you are registered in the Honors section (350), you will be required to interview someone who works full or part time in a media job and write an informal paper about the person. Do not attempt this, however, until I send detailed instructions by email **only** to the honor students later in the semester. It is not due until April (exact date to be announced).

### **TENTATIVE CLASS TIMETABLE:**

Because there will be guest speakers from various communication disciplines coming to class, the entire semester cannot be outlined at once. Below is the class schedule through February. All class discussions are subject to change. It is imperative that you attend each class session. You cannot make up missed quizzes. Plus, late assignments will NOT be accepted and a zero will be given. If you think you will not be in class on the day assignments are due, turn them in early. An assignment is late if it is turned in after 5 p.m. on the day that it is due. This is without exception. This class offers plenty of opportunities to earn points toward a good grade and there are too many students in the class for the instructor to offer makeup quizzes and assignments. Please do not wait until the end of the semester and then ask about makeup work to improve your grade. It will not happen. PowerPoint presentations that are used for class discussions will be made available to students later.

### **Survey of Media Tentative Class schedule Jan. 14-Feb. 27**

**Monday, Jan. 14** — First day of class. Call roll, go over syllabus, discuss textbook and class decorum, introduce myself and my credentials in the field. Introduce my graduate assistant. Discuss 5 pillars of Journalism and Strategic Media. Learn more about the class.

**Wednesday, Jan. 26** – Living in today's media world. The stark contrast in the coverage of the death of Elvis Presley in 1977 (including a first-hand account from me) and the death of Michael Jackson in 2009 and Prince in 2016, how those differences help define today's media landscape and how media consumers have a far greater impact today on what gets covered in the media and how. Also, a detailed discussion of the four levels of communication and the seven truths about media. Chapter 1, pages 4-24.

**Monday, Jan. 21** – No class, MLK Holiday

**Wednesday, Jan. 23** – Media Effects. Class discussion on the effects media and society have on each other. To what extent does media consumption (news and entertainment) affect our values, our opinions, our morals, our actions, our self worth, our politics and our view of those different from us? Chapter 2, pages 30-49.

**Monday, Jan. 28** — The emerging dominance of social media, online news web sites, blogging etc. Why it's so popular? The pros and cons, and its long-term future. Take 25-point quiz on Chapters 1 and 2

**Wednesday, Jan. 30** – Begin lecture on newspapers, where they were, where they are and where they are headed. The history of Memphis newspapers and the current landscape. Read Chapter 6.

**Monday, Feb. 4** – Complete lecture on newspapers with a detailed look at some of the most important newspapers and newspaper stories of all time – locally and nationally – and the impact those stories had on society. Explain first outside assignment on newspapers due Feb. 13.

**Wednesday, Feb. 6** – Guest or guests with a background in the newspaper industry discuss how the medium has changed over the last 25 years. Take 25-point quiz on newspapers from lectures and Chapter 6.

**Monday, Feb. 11** – Discussion of magazines and their impact on mass communication. Discuss 50-point magazine assignment due Feb. 25.

**Wednesday, Feb. 13** – Lecture on media ethics and media law. Take 25-point quiz on magazines at the end of class. Newspaper assignment due.

**Monday Feb. 18** — Case studies in libel and slander.

**Wednesday, Feb. 20** – Take 50-point ethics and media law quiz

**Monday, Feb. 25** – The Media Business. From small town newspapers to large media conglomerates, we examine the economic side of mass media. Magazine assignment due.

**Wednesday, Feb. 27** – First major exam. 200 points. True and false, multiple choice and short answer/listings/fill in the blank questions.

### **FIVE PILLARS OF JRSM1700**

- *Professionalism*: Students discuss ethics and media law help students learn to conduct themselves professionally. Guest speakers often include professionalism in their talks.
- *Writing*: Students learn the importance of good writing skills in all segments of journalism and strategic media.
- *Multimedia*: Students discuss the importance of multimedia skills and how those skills are developed in the 21<sup>st</sup> century.

- *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.

## **ASSESSMENT**

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JRSM1700:**

- 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.

### **MOBILE PHONES AND LAPTOPS:**

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 the Department of 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.

**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/mass 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 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:**

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:**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

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.