

Advanced Social Media

JRSM 4910-M50

Spring 2019

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COURSE REQUIREMENTS

CATALOG DESCRIPTION

Advanced skills in social media content creation, apps, and analytics. Emphasis on messaging strategies for news and strategic communication. Evaluation of capabilities and tactics for existing and emerging media platforms.

Social media has altered how journalists and persuasive communication professionals do their jobs and how we communicate. We will be using many apps and social platforms to produce and curate content and interact with our audiences. It's important to note that particular sites like Twitter, Facebook, and Snapchat may come and go in this fast-changing environment, but the need for high quality digital content is a constant. Ultimately, this course will help you apply the core values of journalistic and strategic media practice to new media forms in productive, creative, and intelligent ways.

PREREQUISITES

None

TEXTBOOKS

Adornato, A. (2018). *Mobile and social media journalism: A practical guide*. Thousand Oaks, CA: Sage.

Humphreys, A. (2016). *Social media: Enduring principles*. New York: Oxford.
The Associated Press stylebook 2017 (or 2016). New York: Basic Books. Other readings will be assigned in class and will be posted to eCourseware.

COURSE FORMAT AND REQUIREMENTS

This course is delivered online in an asynchronous format, which means that you will work at your own pace each week to cover the lecture, material, and assignments. The professor is available to answer any questions via email, and will make announcements each week regarding the content, preparing you for upcoming work, and other class necessities. The professor will post to eCourseware every Monday with plans for that week, discussion of topics covered, and reminders about assignments. It is your responsibility to keep up with these notes and all of the information contained within. Work for each week will be due Sunday nights at 11:59 p.m. Central.

Students will write and submit assignments that will be returned with feedback via eCourseware meant to encourage student improvement over the course of the semester. Students are strongly encouraged to discuss any questions or writing struggles with me as they become evident.

While it's not required, it's highly recommended that you have (or have regular access to) some sort of mobile device (smart phone, tablet, etc.). You're also going to need reliable internet access. This is a web-based class and learning to publish from (and for) these devices is a huge part of our class and your future as digital content creators.

In order to get the most out of this class and prepare for your future career, it's important to be a digital native, which means you should be constantly reading, interacting, playing, and creating online. It's nearly impossible to learn online news values and produce quality online content without consuming it. Consider the time you spend online an investment in this class, and in your future.

Course work will be accomplished every week, including readings, discussion posts, and quizzes to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Standard Time), which may vary by assignment, so make sure to check each individual due date and time to ensure that you post by the deadline.

Online Success

Your success in this online course will depend on your willingness to read the text, successfully complete quizzes, and complete written assignments/discussion papers, as scheduled. Success in taking quizzes and handling written assignments can be enhanced by studying the case problems at the end of the chapters, as well as the chapter content. Written assignments will be graded on content AND grammar, spelling, punctuation, and AP style (GSPS). Please refer to the grading rubrics on eCourseware for complete details.

All work and papers submitted must reflect critical thinking and knowledge of the material. In all our assignments, elaboration and examples (either from the text or elsewhere) are required. Items given as facts in elaboration must be referenced using APA referencing criteria (see below for APA citation resources).

Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of journalism and strategic media is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

I am willing to read over and provide comments/edits on rough drafts of all work but require a minimum of 24 hours for turnaround. This should be done via email, not eCourseware.

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).

Questions about Grades

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. If you have a question or problem with a grade, exam question, or assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be turned in to the professor or sent via email within the stated time frame.

Additionally, you are responsible for tracking your grade online and meeting with the professor early in the semester if you are concerned about your overall grade. Meeting with the professor early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

Attendance

Class attendance is mandatory in the Department of Journalism and Strategic Media. This is a professional program for strategic communicators 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.

Late work will be accepted, but points will be deducted for lateness. The absolute final day to turn in any late work will be the final day of class for the semester (11:59 p.m. Central on April 24, 2019). No work, late or otherwise, will be accepted beyond that date.

Student Resources

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, please 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. If you are comfortable doing so, please also let the instructor know you are experiencing challenges as they may be able to assist you in connecting with campus or community supports.

GRADING

There are 1,000 possible points in this class. At the end of the semester, your class average will be calculated, and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

Social Media Fast	50 points
Personal Brand	50 points
Social Media in the News Report	100 points
Platform Boot Camp	100 points
Make Something Viral	100 points
Content Creation	100 points
Daily Photo Assignment	150 points
Online Portfolio	50 points
Final Exam	100 points

Hootsuite or Google AdWords certification 50 points

You may NOT turn in certifications earned in another course

Class Participation	150 points
Total	1,000 points

Final grades as percentages:

A+	96.5-100	B+	86.5-89.4	C+	76.5-79.4	D+	66.5-69.4
A	92.5-96.4	B	82.5-86.4	C	72.5-76.4	D	62.5-66.4
A-	89.5-92.4	B-	79.5-82.4	C-	69.5-72.4	D-	59.5-62.4
						F	Below 59.5

COURSE SCHEDULE

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that some material may require more or less discussion and class time. Thus, changes to the schedule may occur. All changes will be announced.

<i>Week Of</i>	<i>Topic</i>	<i>Assignment(s)</i>
Jan.14-20	Syllabus/Course Overview What happens when everyone is a content producer Social media fast due	Discuss assignments
Jan. 21-27	Organizational voice	Bootcamp
Jan. 28-Feb. 3	Why do we use social media?	Humphreys C6
February 4-10	Measuring social media	Humphreys C4 Adornato C6
Feb. 11-17	Digital inequality and social justice	Humphreys C7-8
Feb. 18-24	Online communities and harassment	Humphreys C9-10
Feb. 25-March 3	Wearable technology	
March 4-10	No class. Spring break!	
March 11-17	Made for Instagram	
March 18-24	Crowdsourcing and co-creation, influencers	Adornato C3
March 25-31	Monetizing creative content	
April 1-7	Going viral and social sharing	
April 8-14	Location based and live event coverage	Adornato C2
April 15-21	Law and ethics	Humphreys C14 Adornato C7
April 22-24	Extra credit, HootSuite/AdWords, portfolio due	
Final Exam	TBD	

FIVE PILLARS FOR JOUR4190

- *Professionalism:* Students are introduced to the qualities and qualifications necessary to produce clear and credible opinion journalism by examining the varied ways opinion writing is done at the professional level. Special emphasis is given to media organizations with a legacy of superior reporting that leads to strong, convincing commentary.
- *Writing:* Students write both long form and short form opinion pieces, integrating various sources, original reporting and statistical information into their work. Students are evaluated based on the quality and clarity of writing assignments, and much of their original content must be suitable for alternative platforms, including blogs and podcasts.
- *Multimedia:* Students learn to use podcasts, smartphones and various social media to reach many different audiences who are interested in thoughtful opinion journalism and a critical analysis of current issues.
- *Critical Thinking:* Students understand the vital ingredients necessary to create columns, editorials, and other forms of opinion journalism. Students learn to think through their positions on issues, to debate their position with fellow students and the instructor, and to form clear conclusions.
- *Media Literacy:* Students are required to read various forms of opinion journalism regularly from diverse sources. Students must have an awareness of major news events and the issues that confront the media at the local and national level. Students also must be aware of trends in pop culture and politics. Opinion writing has ballooned during the last 20 years with the growth in social media and online news sites. Students must understand and evaluate what is, and is not, credible opinion journalism.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4190:

- 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
- 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 tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

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, cultural and public policy dynamics locally, regionally, nationally and globally.
- Stay up-to-date on the various opinions from some of the leading media outlets including *The Commercial Appeal*, *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *Político* and broadcast outlets such as NPR, PBS, MSNBC, Fox News and CNN.
- Develop a strong historical sense of how mass communication technologies originated and developed, and how 21st Century technology can be used to impact public opinion.
- Understand the variety of relationships between media and their audiences, including diverse audiences.
- Understand that strong journalistic opinions need not be mean-spirited and insulting.
- Understand that good writing is the backbone of any successful commentary.
- Understand the critical need for thorough reporting and research in order to write opinion pieces and produce broadcast commentaries that are persuasive and effective.
- Be sensitive to the needs of diverse and under-represented groups in presenting commentary and creating messages.
- Understand the history of news editorials and the role they played in shaping public opinion and holding policy makers accountable.
- Understand the changing landscape of opinion journalism and why it is relevant in today's mass media world.
- 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 all writing assignments.
- Write with clarity, accuracy and authoritativeness.
- Create a podcast containing opinion content.
- Interview newsmakers who come to class and write an opinion piece based on the meeting.
- Participate in one or more outside activities (e.g., attend FOI lecture, interview media professional, visit the editorial board of *The Commercial Appeal* and submit one opinion/ op-ed article worthy of publication in *The Commercial Appeal*.
- Make strong arguments for your position on certain topics, and try to convince others in the class to change their stance.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:

Awareness:

- Students increase awareness through lectures, required reading and discussion of the purpose of opinion writing and the techniques necessary to produce quality commentary.
- Students gain knowledge of issues generating editorials, columns and broadcast commentaries.
- Students gain an awareness of diversity in all its forms and how it applies to all areas of mass communication.
- Ethical decision-making is discussed throughout the semester as it applies to opinion writing.
- Discussion questions will be posed in class to stimulate critical thinking. Independent thinking and critical analysis are encouraged.

Understanding:

- Students learn the difference between objective news reporting and commentary. Students also learn the various ways that opinion journalism is utilized in today's media environment.
- Students critically analyze various forms of opinion journalism and offer input during class discussions.

Application:

- Students demonstrate an understanding of the guiding principles for opinion writing by producing content that adheres to those principles.
- Students work together on a final product using podcasting to produce opinion content.

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.