

Pro Seminar

JRSM 7002-001, M50

Spring 2019

Online/eCourseware

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Office Hours: 11:30 to 2 p.m. Tuesdays and 9:30 a.m. to noon Fridays.

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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 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. You must complete all the modules and assignments by the end of the semester 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 assignments for the course by 5 p.m., Central Standard Time, Wednesday, April 24, 2018. Homework assignments must be turned in as a Microsoft Word document to its own homework dropbox on eCourseware. Students must complete all assignments to earn a Satisfactory grade.

SCHEDULE OF CLASSES**MODULE 1: Welcome to Graduate School**

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

Assignment: Prepare a plan of study for your program.

MODULE 2: 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.

MODULE 3: 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.

MODULE 4: 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 in research and application.

MODULE 5: Research methodologies

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

Assignment: Write a brief discussion about a research method you might use or find interesting.

MODULE 6: The scientific method

The steps of the scientific method of research

Assignment: Write a brief discussion about the research process.

MODULE 7: Research Integrity

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

Assignment: CITI Training

MODULE 8: Library Resources

Exploration of resources available to students through the library

Assignment: Locate research

MODULE 9: Reading Research

Discussion of the different parts of a research article

Assignment: Systematic Reading Form

MODULE 10: Pedagogy

Discussion of the strategies and tactics of teaching.

Assignment: Write a brief discussion about teaching and experiential learning.

MODULE 11: Portfolio

Discussion of the Master of Arts in journalism and strategic media's portfolio requirement.

Assignment: Begin development of your personal portfolio page.

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:

Students 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.