

Intro to Media

JRSM 1700-M51

Fall 2021

Instructor: Terris “TK” King

Office: 322 Meeman Journalism Building or G13A Theatre Building

Office Hours: MW 11:30-1:30 p.m. and TR 11:30-1:30 p.m. or by appointment

Cell Number: 901-337-0151

Email: tsking@memphis.edu

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

Required textbook

Media and Culture: Mass Communication in a Digital Age by Richard Campbell, Christopher R. Martin and Bettina Fabos, 12th Edition.

Accessing the course website

This online course is administered using the UofM’s eCourseware platform. The course page will open Monday, August 23, 2021. Follow the instructions below to access the course:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the “MyMemphis” link.
3. Log in using your University of Memphis username and password.
4. Click on the “ecampus resources” tab.
5. In the center column of the page, click on the blue UofM eCourseware link.
6. Find the summer 2020 course list on that page, and click on the link for JRSM 1700-M51.

Please do not use the internal eCourseware email system on the course web page. Use your regular University of Memphis email to correspond with me at tsking@memphis.edu.

Grading

Chapter exams: 50 percent

Discussion board participation: 30 percent

Media profile: 20 percent

Course objectives

This course is an introduction to all professional areas falling under the umbrella of journalism and strategic media. You will read about and discuss the history, purpose, role, function and future of

newspapers, magazines, book publishing, radio, television, advertising, public relations and other related industries and media activities. The course requires you to:

1. **Completing assigned readings** from the textbook as indicated in the course timetable.
2. **Completing the chapter test for assigned reading** each by 11:59 p.m. on days assigned.
3. **Posting relevant comments on the discussion board by 11:59 p.m.** for each chapter assigned.
4. **Completing the media profile** assignment explained later in the syllabus.

No late work will be accepted for any reason, including power outages. All chapter quizzes and discussion board posts for each assigned reading close at 11:59 p.m. that night.

You should complete the chapter assignments in the following order:

1. Read the assigned chapter.
2. Take the test for that chapter.
3. Post comments in the discussion forum.

Chapter quizzes

Quizzes are timed to ensure that you understand the reading instead of looking up individual answers. Typically, you will have about 1 minute to answer each question. So, you should read thoroughly before taking the chapter test. You will be allowed only one attempt at each test. Generally, there are 20 questions for each chapter.

Watch the clock when you take each test and **make sure you save each answer when you select it.** That way, if you run out of time, the questions you have completed will still count. **If you do not hit the save button, no grade will be recorded.** Remember, there is one attempt allowed for each test and no make-ups. All tests have questions extracted from a large database for each unique user, and all answer options are shuffled for each person who takes a test to ensure exam security and limit potential for cheating. It is a waste of your time to try to cheat, and anyone caught cheating will be prosecuted to the full extent possible within the UM Student Handbook to include potential dismissal from the University, as noted elsewhere in this syllabus.

Discussion board current events posts

For each chapter module, you must post a link to a news story from any one of the following sites:

1. The Commercial Appeal
2. The Daily Memphian
3. The Jackson (Tennessee) Sun
4. The Tennessean
5. The Knoxville News-Sentinel
6. The Clarion-Ledger
7. USA Today
8. The New York Times
9. The Washington Post
10. The Wall Street Journal
11. The Chicago Tribune
12. The Los Angeles Times

These news organizations have been selected because they provide comprehensive news coverage for local, regional, national or global issues. **Articles from other sites will not be considered.** Access to The

Commercial Appeal, the Daily Memphian, The Jackson Sun and The New York Times is available for free through the University of Memphis Library. You do not need to buy a subscription.

You should interact and develop discussion threads with your course colleagues for each post. Don't summarize the chapter on the discussion board posts. That is not a comment. I want your personal opinion on what you read and what other students say. Think critically!

Media profile

Your final project in the course is to complete a profile of a media company our outlet. Examples might be The Commercial Appeal, the Daily Memphian, Vogue magazine, WHBQ Fox 13 Memphis, CNN, Archer Malmo, FleishmanHillard, National Public Radio, Vox, ProPublica, YouTube, Facebook, Reddit, TikTok, Spotify, Stitcher, RandomHouse, Nintendo or Microsoft. The profile should address the following items:

1. Name of the media organization.
2. A brief history of the organization.
3. Ownership of the organization.
4. Key products of the organization.
5. Typical target audience or clients served (look at the company's press kit or media kit).

The profile should be about 750 words in total and should cite information as a journalist would. Do not use APA or MLA style citations. Say things like: According to its website, The Commercial Appeal is owned by Gannett Newspapers, which is headquarters in McLean, Virginia, and publishes about 100 newspapers throughout the U.S. and also publishes the Tennessean in Nashville, the News-Sentinel in Knoxville and the Clarion-Ledger in Jackson, Mississippi. **Give as much detail as you can in each section.**

COURSE SCHEDULE

Week 1: August 23

Module 1

Week 2: August 30

Module 2

Week 3: September 6

Module 3

Week 4: September 13

Module 4

Week 5: September 20

Module 5

Week 6: September 27

Module 6

Week 7: October 4

Module 7

Week 8: October 11

Module 8

Week 9: October 18

Module 9

Week 10: October 25

Module 10

Week 11: November 1

Module 11

Week 12: November 8

Module 12

Week 13: November 15

Module 13

Week 14: November 22

Module 14

Week 15: November 29

Module 15 & 16

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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.

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

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

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.

COVID-19 protocols for this course

Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu or 901.678.2187.

Student Resources

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