

Intro to Media

JRSM 1700-M50

Spring 2022

Online

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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

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

1. Go to the University of Memphis eLearn home page: <https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. In the published course list, click on the link for JRSM 1750 to enter the course and read the instructions on the welcome page.
4. Please do not use the internal Canvas email system on the course web page. Use your regular University of Memphis email to correspond with me at padenney@memphis.edu.

Grading

Chapter exams: 50 percent

Discussion board participation: 25 percent

Media film review: 10 percent

Question and answer interview with media professional: 15 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 covers:

1. Completing assigned readings from the textbook as indicated in the course timetable.

2. Completing the chapter test for assigned reading 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 a critique of a media film assignment explained later in the syllabus.
5. Completing the question-and-answer assignment explained later in the syllabus.

No late work will be accepted unless approved before assignment deadlines. All chapter quizzes and written assignments for week are due Sundays at 11:59 p.m. Discussion posts for the week are due Thursdays by 11:59 p.m. This class requires a lot of reading, so plan your time accordingly to meet deadlines.

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 for that chapter.

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 two attempts at each test. Your highest score will be recorded. 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 are two attempts 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.

Discussion board current events posts

For each week, you must post a link to a news story with a short analysis about why the story is newsworthy from any one of the following sites. Post one discussion link each week by 11:59 p.m. Thursday:

1. The Commercial Appeal
2. The Daily Memphian
3. The Jackson (Tennessee) Sun
4. The Tennessean
5. The Clarion-Ledger
6. The New York Times
7. The Washington Post
8. The Wall Street Journal
9. The Chicago Tribune
10. 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, and 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. [Click here](#) to

access directions for The New York Times subscription. [Click here](#) to access passwords for other newspaper subscriptions. [Click here](#) to access the Daily Memphian.

Media film critique

In preparation for the chapter in the textbook on films, students will watch a media-related film and write a critique of the film's content and impact. Choose from these films:

1. "Spotlight"
2. "The Post"
3. "All the President's Men"
4. "Good Night and Good Luck"
5. "Snowden"

For the critique, I am looking for evidence that you truly watched the whole film. I don't need a long description of the plot. I have seen all these films. Instead, I want detail about what you took away from the film and what you learned about media from the film. Think critically and creatively. You may file your film critique anytime, as long as it's in the drop box by deadline.

Media professional question and answer interview

In addition, each student will interview a media professional who works in print, internet or broadcast media, public relations, film or video production, social media, book publishing or advertising. The media professional must work at this job full-time and must be paid. Your goal is to discover the skills, issues and future directions for a particular media job and field. **If you have trouble finding source to interview for your story, ask me for help well in advance of your deadline.**

More specifically, ask your source (the subject of your interview) these kinds of questions. You also may ask other questions that are relevant to your interview. For a question and answer story, it's best to be prepared with specific questions, but to also be open to how the interview develops and what your source wants to discuss.

1. Can you explain exactly what you do day-to-day in your job?
2. How did you become interested in this kind of work?
3. What are the best parts of your job? What is your most important achievement so far?
4. What are your biggest challenges?
5. Can you provide any advice to young people interested in a similar work?
6. Is this a good career for an aspiring young professional? Why or why not?
7. What are the negative and positive aspects of this career for an aspiring journalist?
8. What can college students do specifically to prepare for this field?
9. What is the salary range for this kind of job?
10. Is there anything else you would like to tell me?

This is an exploratory exercise to help you learn more about the media. Have fun with the interview. Your question and answer should be 450 to 500 words. More detailed assignment instructions are posted on Canvas.

COURSE SCHEDULE

All discussion posts are due Thursdays by 11:59 p.m. All other work is due Sundays by 11:59 pm. For the last week of class, all work is due by 11:59 p.m. Friday, March 4.

Week 1: Jan. 18-23

Complete module for Chapter 1: Mass Media: A Critical Approach

Complete module for Chapter 2: The Internet, Digital Media and Media Convergence

Week 2: Jan. 24-20

Complete module for Chapter 3: Digital Gaming and the Media Playground

Complete module for Chapter 4: Sound Recording and Popular Music

Week 3: Jan. 30-Feb. 6

Complete module for Chapter 5: Popular Radio and the Origins of Broadcasting

Complete module for Chapter 6: Television and Cable: The Power of Visual Culture

Media film review is due by 11:59 p.m. Feb. 6.

Week 4: Feb. 7-13

Complete module for Chapter 7: Movies and the Impact of Images.

Complete module for Chapter 8: Newspapers: The Rise and Decline of Modern Journalism

Week 5: Feb. 14-20

Complete module for Chapter 9: Magazines in the Age of Specialization

Complete module for Chapter 10: Books and the Power of Print

Question and answer interview is due by 11:59 p.m. Feb. 20.

Week 6: Feb. 21-27

Complete module for Chapter 11: Advertising and Commercial Culture

Complete module for Chapter 12: Publish Relations and Framing the Message

Week 7: Feb. 28-March 4

Complete module for Chapter 14: The Culture of Journalism: Values, Ethics and Democracy

Complete module for Chapter 16: Legal Controls and Freedom of Expression

Skip chapters 13 and 15.

No discussion post is due this week.

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

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at hr@memphis.edu or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from 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 or 901.678.2187.

Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

Student Resources

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

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2022

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.