

**Survey of Media**  
**JRSM 1700-M90**  
**Spring 2026**  
Online/Asynchronous

**Tori Martin Cliff, Doctoral Candidate**

**Office:** Virtual

**Office Hours:** MW 11 a.m.-1 p.m. via Teams. Book [appointment here](#).

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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.

### **Prerequisites**

None

### **Textbooks, Software and Required Materials**

Media & Culture: Mass Communication in a Digital Age, 14th edition, Cambell, R., Martin, C., Fabos, B., Macmillan.

### **Accessing the course website**

1. Go to [www.memphis.instructure.com](http://www.memphis.instructure.com).
2. Log in using your University of Memphis username and password.
3. Select JRSM 1700-M90 to enter your course and read the instructions in the first module.

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 [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu) . Your university email account can be found on the [memphis.edu](http://memphis.edu) homepage by clicking on umMail.

### **Classroom format**

This is an online class. Each week there will be a module that you'll need to complete. This may include weekly readings from the textbook, articles, podcasts, assignments, quizzes, discussion posts, projects, etc. Review and complete all of the material in each module, each week. The week begins on Monday at 8 a.m. and ends on Sunday at 11:59 p.m. in this course. All deadlines are Sunday by 11:59 p.m. The exception is the last week of school. Deadlines that week will be the last day of the class, April 29 at 11:59 p.m. All work must be submitted in Canvas.

This course is an introduction to all professional areas falling under the umbrella of journalism and strategic media. We will read about and discuss the history, purpose, role, function and future of newspapers, magazines, publishing, radio, television, advertising, public relations and other related industries and activities.

Meeting deadlines is essential for media professionals. Logging into the course within Canvas and spending time working on content is necessary to do well in the course. Late work will not be accepted unless there are extraordinary circumstances that are verifiable, like an emergency surgery. If an emergency occurs, it is the student's responsibility to provide necessary verification to the professor ASAP. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

The basic requirements for this course include these elements:

1. Engage with coursework in Canvas and stay abreast of class materials;
2. Complete all work in Canvas and assigned readings from the textbook each week;
3. Check campus email each weekday morning for updates;
5. Complete any quizzes, blogs, discussion posts, or assignments on or before deadline;
6. Complete work with excellence;
7. Be respectful of classmates and professor at all times; and
8. Communicate with your professor right away if you are experiencing trouble in the course.

## **GRADING**

Quizzes: 60%

Assignments/Exercises/Blogs/Activities: 40%

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

## **Other issues**

No extra credit is available.

Any written assignments will be checked for plagiarism.

## **Quality of Work**

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

I expect your work to be good and original, meaning it's yours. If you quote anything or get information from any other source, it should be fully cited using APA 7<sup>th</sup>.

#### ChatGPT / AI

You must obtain permission from the instructor before using ChatGPT or other AI tools to assist with assignments in this course. Once permission is granted, AI may only be used as directed. Assignment submissions may run through AI detection software. Unauthorized use may result in a failing grade or a request to resubmit an assignment. Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

### TENTATIVE COURSE SCHEDULE

#### **Week 1: Introduction to Class, Chapter 1, Jan. 20-25**

This week you will complete all the content within the Getting Started folder + Week 1 content in Canvas. This includes items like the syllabus, course expectations, etc. You will also learn about strategic media.

Readings: Chapter 1 and any supplemental materials provided in Canvas

Assignments:

#### **Week 2: Chapter 2, Jan. 26-Feb. 1**

This week you will view and complete all the content within Week 2 content.

Readings: Chapter 2 and any supplemental materials provided in Canvas

#### **Week 3: Chapter 3, Feb. 2-8**

This week you will view and complete all the content within Week 3 content.

Readings: Chapter 3 and any supplemental materials provided in Canvas or class

#### **Week 4: Chapter 4, Quiz 1, Feb. 9-15**

This week you will view and complete all the content within Week 4 content.

Readings: Chapter 4 and any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 1 no later than (NLT) 11:59 p.m. on Sunday, Feb. 15**

#### **Week 5: Chapter 5, Feb. 16-22**

This week you will view and complete all the content within Week 5 content.

Readings: Chapter 5 and any supplemental materials provided in Canvas or class

#### **Week 6: Chapter 6, Feb. 23-March 1**

This week you will view and complete all the content within Week 6 content.

Readings: Chapter 6 and any supplemental materials provided in Canvas or class

Assignments: **Key Takeaways from Fake New Colloquium NLT 11:59 p.m. Sunday, March 1**

### **Week 7: Chapter 7, Quiz 2, March 2-8**

This week you will view and complete all the content within Week 7 content.

Readings: Chapter 7 and any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 2 NLT 11:59 p.m. Sunday, March 8**

### **Week 8: March 9-15 (Spring Break March 9-15)**

Enjoy Spring Break!

### **Week 9: Chapter 8, Fundamentals of News, March 16-22**

This week you will view and complete all the content within Week 9 content.

Readings: Chapter 8 and any supplemental materials provided in Canvas or class

Assignments: **Fundamentals of News Assignment (provided by Newseum) due NLT 11:59 p.m. Sunday, March 22**

### **Week 10: Chapter 9, Quiz 3, March 23-29**

This week you will view and complete all the content within Week 10 content.

Readings: Chapter 9 and any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 3 NLT 11:59 p.m. Sunday, March 29**

### **Week 11: Chapter 10, March 30-April 5**

This week you will view and complete all the content within Week 11 content.

Readings: Chapter 10 and any supplemental materials provided in Canvas or class

### **Week 12: Chapter 11, April 6-12**

This week you will view and complete all the content within Week 12 content.

Readings: Chapter 11 and any supplemental materials provided in Canvas or class

### **Week 13: Chapter 12, April 13-19**

This week you will view and complete all the content within Week 13 content.

Readings: Chapter 12 and any supplemental materials provided in Canvas or class

### **Week 14: Work and Study Week, April 20-26**

This week you will view and complete all the content within Week 14 content.

Readings: Any supplemental materials provided in Canvas or class

Assignments: Study for Quiz 4 (this will be due NLT 11:59 p.m. Sunday, May 4)

### **Week 15: Last (partial) Week of Classes, April 27-29**

This week you will view and complete all the content within Week 15 content.

Readings: Any supplemental materials provided in Canvas or class

Assignments: **Take Quiz 4 NLT than 11:59 p.m. on Wednesday, April 29**

ASSESSMENT AND OUTCOMES

### Professional values and competencies for JRSM 1700

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

### How professional values and competencies will be met

#### Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Develop advanced understanding of grammar as used in mass communication.
- Establish a working knowledge of Associated Press style.
- Understand media language respectful of a diverse audience.
- Critically examine the language used in media as persuasive and communicative.
- Distinguish between fact and opinion.
- Expand knowledge of the resources available for communications professionals.

#### Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Examination of grammar skills specific to journalism and mass communication
- Examination of Associated Press writing style
- Examination of understanding of current events
- Examination of research techniques and available resources.

### How assessment of student learning will be met

#### Awareness

- Becoming aware of specific language for journalism and mass communication. Understanding
- Use of grammar and style to communicate clearly, precisely and succinctly. Application
- Passage of examinations concerning grammar, style, AP preferences and basic information-gathering skills.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as

you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

#### Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the account management website for information about implementing email forwarding. You are required to check your email daily.

#### Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

#### AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

#### Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

#### Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

#### Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the Office of Student Accountability's website.

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

#### Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

#### Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

#### AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

#### Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

#### Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

#### Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

#### Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.