

Intro to Media
JRSM 1700.501
Fall 2022
TR 11:20 a.m.-12:45 p.m.

Tori Cliff, M.A.

Office: VJ 302

Office Hours: TR 9-11 a.m. and by appointment. Request appointments [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, 13th edition, Campbell, R., Martin, C., Fabos, B., Macmillan.

Accessing the course website

1. Go to the University of Memphis Canvas home page:
<https://memphis.instructure.com/>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 1700–501 to enter your course and read the instructions on the welcoming page

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.

Classroom format

The class is a hybrid class. That means that we will meet in the classroom most class periods but occasionally may work independently outside of the classroom. On hybrid days, you are free to work from wherever you are most comfortable, just make sure to accomplish your work.

Deadlines are 11:59 p.m. on due dates unless otherwise stated.

We will complete some activities and exercises in class, and those that are absent won't be permitted to make those activity grades up. This is an incentive to come to class on time, prepared, and ready to engage in the day's activities.

Please do not come to class sick. If you experience an illness that causes you to miss more than one class period, please email your professor to see if any arrangements can be made. I will work to accommodate unavoidable emergencies such as extended illness.

Course Requirements

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. Students are required to read The New York Times each day. A free subscription to nytimes.com is available to all students via SGA.

Deadlines

Meeting deadlines is essential for media professionals. Late work will not be accepted unless there are extenuating circumstances. Students should contact the professor to explain the circumstances as soon as possible to see if arrangements can be made to submit the work past deadline. The decision is at the discretion of the professor.

The basic requirements for this course include these elements:

1. Complete assigned viewings, readings from the textbook, articles, etc., each week;
2. Check campus email each weekday morning by 9 a.m.;
3. Log into this class in Canvas regularly (3 or more times per week) to stay on top of course materials;
4. Complete any quizzes, blogs or assignments on or before deadline;
5. Complete quizzes with excellence;
6. Be respectful of classmates and professor at all times; and
7. Come to class prepared to share in an intellectual exchange of ideas.

Grading

Exams: 60%

Quizzes/Assignments/Exercises/Blogs/Participation: 40%

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

TENTATIVE COURSE SCHEDULE

Week 1: Aug. 23 & 25, Introduction to class

This week we will cover the syllabus and course expectations. We'll also define public relations.

Readings/Viewings: Chapter 1 and all content in Getting Started Folder + Week 1

Assignment: Go to "Getting Started" folder within our Canvas class. Proceed through each step making sure to sign up for The New York Times digital subscription [here](#), and take a screenshot of your NYTimes subscription confirmation and submit it in Canvas' Week 1 content submission folder.

Week 2: Aug. 30 & Sept. 1, Chapter 1

This week we'll cover chapter 1

Readings/Viewings: Chapter 2 and any supplemental materials provided in Canvas

Week 3: Sept. 6 & 8, Chapter 2

This week we'll cover chapter 2

Readings/Viewings: Chapter 3 and any supplemental materials provided in Canvas

Week 4: Sept. 13-15, Chapter 3, and Quiz 1

This week we'll cover chapter 3 and complete Quiz 1.

Readings/Viewings: Chapter 4 and any supplemental materials provided in Canvas

Assignments: Take Quiz 1 (Due Thursday, Sept. 15, NLT 11:59 p.m.)

Week 5: Sept. 20 & 22, Chapter 4

This week we'll cover chapter 4

Readings/Viewings: Chapter 5 and any supplemental materials provided in Canvas

Week 6: Sept. 27 & 29, Chapter 5

This week we'll cover chapter 5

Readings/Viewings: Chapter 6 and any supplemental materials provided in Canvas

Week 7: Oct. 4 & 6, Chapter 6 and Quiz 2

This week we'll cover chapter 6 and complete Quiz 2.

Readings/Viewings: Chapter 7 and any supplemental materials provided in Canvas

Assignments: Take Quiz 2 (Due Thursday, Oct. 6, NLT 11:59 p.m)

Week 8: Class on Oct. 13 (Fall Break Oct. 8-11) Chapter 7

This week we'll cover chapter 7

Readings/Viewings: Chapter 8 and any supplemental materials provided in Canvas

Week 9: Oct. 18-20, Chapter 8

This week we'll cover chapter 8

Readings/Viewings: Chapter 9 and any supplemental materials provided in Canvas

[Week 10: Oct. 25-27, Chapter 10 and Quiz 3](#)

This week we'll cover chapter 10

Readings/Viewings: Chapter 11 and any supplemental materials provided in Canvas

Assignments: Take Quiz 3 (Due Thursday, Oct. 27, NLT 11:59 p.m.)

[Week 11: Nov. 1-3, Tinker v. Hill](#)

This week we'll cover a landmark Supreme Court case that covers freedom of speech in public school settings. View the recorded event (link in week 11 materials).

Readings/Viewings: Chapter 11 and any supplemental materials provided in Canvas

[Week 12: Nov. 8-10, Chapter 11](#)

This week we'll cover chapter 11

Readings/Viewings: Chapter 12 and any supplemental materials provided in Canvas

[Week 13: Nov. 15-17, Chapter 12](#)

This week we'll cover chapter 12

Readings/Viewings: Any supplemental materials provided in Canvas

[Week 14: Nov. 22 \(Thanksgiving Break Nov. 23-27\) Catch Up](#)

This week we'll use to catch up on any outstanding work

Readings/Viewings: Any supplemental materials provided in Canvas

Assignments: Study for Quiz 4

[Week 15: Nov. 28-30 \(last day of classes\), Quiz 4](#)

This week you'll study for Quiz 4 and take it by the last day of classes. It will be open for the entire week prior to this date. You may access Quiz 4 from 8 a.m. Nov. 21-Nov. 30 at 11:59 p.m.

Readings/Viewings: Any supplemental materials provided in Canvas or class

Assignments: Take Quiz 4 (Due NLT 11:59 p.m. Wednesday, Nov. 30)

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in 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 along racial, ethnic, gender, sexual orientation and ability differences.

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

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 and cultural dynamics on the global stage.
- Demonstrate a strong historical sense of how mass communication technologies originated and developed.
- Understand the variety of relationships between media and their audiences, including diverse audiences.
- Be sensitive to the needs of diverse and under-represented groups in the delivery of media messages.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.
- Demonstrate an understanding of 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.
- Demonstrate the ability to conduct effective interviews that elicit information needed to for delivery of media content.
- Development an awareness of how of forms of mass communication that are often taken for granted, such a music, movies television shows and social media postings, are used to affect society and effect change.
- Understand the allied fields of social media, 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)

- Complete out-of-class assignments related to assessing content and media messages in newspapers, magazines, advertising, music, television, radio and movies.
- Participate in discussions about relevant issues and events in mass media.

How assessment of student learning will be met

Awareness

- Grow awareness of the First Amendment and basics of media law
- Recognize major divisions of mass media, including newspaper, magazine, TV, radio, the internet, books, movies, music, public relations and advertising.
- Demonstrate an awareness of the need for diversity in all areas of mass communication.

Understanding

- When ethical decision making is discussed throughout the semester as it applies to each media profession, students will be required to present justification for their opinions during discussion and class exercises to show they are not just repeating the instructor's lecture points, but showing understanding of the process.

- A requirement to read news content regularly, either on web sites or in printed newspapers, will help students understand and appreciate the decisions that go into how news is covered and what is presented to consumers on a daily basis.

Application

- Written analysis of U.S. media operations and systems.

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

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

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.