

Intro to Media

JRSM 1700-M50

Fall 2022

Prof. Kim Marks Malone, APR, Fellow PRSA

Office: 334A Meeman Journalism Building

Office Hours: Monday, 10 a.m. – 1 p.m.; Wednesday, 11 a.m. – 2 p.m.; other hours by appointment

Email: ksmarks@memphis.edu

Twitter: @ksmarks

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

Campbell, R., Martin, C. R., Fabos, B., and Becker, R. (2022). *Media & Culture: Mass Communication in a Digital Age*, 13th Edition. Boston: Bedford/St. Martin's
ISBN 978-1319244934

Classroom format

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student.

You must have internet access and Microsoft Word or other word processing software that generates a “.doc” or “.docx” extension. All assignments MUST be filed in a “.doc” or “.docx” format; type must be double-spaced with indented paragraphs.

I must be able to open your work and review it using track changes to grade it. Work submitted in a software package not noted as acceptable may result in point deductions

Accessing the course website

1. Go to the University of Memphis Canvas login page:
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On the Dashboard, click on the course card for JRSM 1700-M50.

Course assignments and expectations

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

Course work will be accomplished every week to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Time), which may vary by assignment, so make sure to check each individual due date and time to ensure that you post by the deadline.

This course requires you to:

- Complete assigned readings from the textbook as indicated in the modules on Canvas.
- Complete quizzes that cover the assigned readings.
- Respond to discussion board prompts and post relevant comments on your peer's discussion board posts.
- Complete a media profile assignment.

Course quizzes

Quizzes are timed and you only have one attempt to take each quiz. You will typically have about 1 minute to answer each question so you should do the readings before attempting to take the quiz. There are generally 20 questions for each chapter on quizzes.

Discussion board posts

Each week you must post a link to a news story from any one of the following newspaper websites:

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 news 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 peers for each post. Don't summarize the news story in your discussion post. Think critically!

Media Profile

You'll complete a profile of a media company or outlet. Examples might be The Commercial Appeal, The Daily Memphian, Vogue magazine, FOX 13 Memphis, CNN, Archer Malmo, FleishmanHillard, National Public Radio, Vox, ProPublica, YouTube, Facebook, Reddit, TikTok, RandomHouse, or Instagram.

The profile must address the following items:

- Name of media organization.
- Brief history of the organization.
- Ownership of the organization.
- Key products of the organization.
- Typical target audience or clients served. (Hint: look at the company's 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 with headquarters in McLean, Virginia, and publishes about 100 newspapers throughout the U.S. including 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.

Questions about Grades

If you have a question or problem with a grade, exam question, or assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands.

Additionally, you are responsible for tracking your grade online and meeting with me early in the semester if you are concerned about your overall grade.

Grading

Quizzes	50%
Discussion Board	
Participation	30%
Media Profile	20%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4% B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4% C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4% D+ = 66.5-69.4%; D = 59.5-66.4% F 0-59.4%

Other issues

Contacting me. The best and quickest way to contact me is via email (ksmarks@memphis.edu). I will respond to email with 24 – 48 hours. If you are local, you can also drop in during my office hours. You can also make an appointment to meet with me in my office or via Zoom. If you have a problem, do not let it snowball. Contact me ASAP.

COURSE SCHEDULE

Week 1, Aug. 22 – 28

Chapter 1: Mass Communication: A Critical Approach

Chapter 2: The Internet & Digital Media

Chapter 3: Digital Gaming & the Media Playground

DUE: Discussion post

DUE: Introduction discussion post

DUE: What's your major discussion post

DUE: Chapter 1 Quiz

DUE: Chapter 2 Quiz

DUE: Chapter 3 Quiz

Week 2, Aug. 30 – Sept. 4

Chapter 4: Sound Recording & Popular Music

Chapter 5: Popular Radio and the Origins of Broadcasting

DUE: Discussion Post

DUE: Chapter 4 Quiz

DUE: Chapter 5 Quiz

Week 3, Sept. 5 – 11

Chapter 6: Television & Cable

Chapter 7: Movies & the Impact of Images

DUE: Discussion Post

DUE: Chapter 6 Quiz

DUE: Chapter 7 Quiz

Week 4, Sept. 12 – 18

Chapter 8: Newspapers

Chapter 9: Magazines in the Age of Specialization

Chapter 10: Books & the Power of Print

DUE: Discussion Post

DUE: Chapter 8 Quiz

DUE: Chapter 9 Quiz
DUE: Chapter 10 Quiz

Week 5, Sept. 19 – 25

Chapter 11: Advertising & Commercial Culture
Chapter 12: Public Relations & Framing the Message

DUE: Discussion Post
DUE: Chapter 11 Quiz
DUE: Chapter 12 Quiz

Week 6, Sept. 26 – Oct. 2

Chapter 13: Media Economics & the Global Marketplace
Chapter 14: The Culture of Journalism
Chapter 15: Media Effects & Cultural Research

DUE: Discussion Post
DUE: Chapter 13 Quiz
DUE: Chapter 14 Quiz
DUE: Chapter 15 Quiz

DUE: Media Profile (Oct. 2)

Week 7, Oct. 3 – 7 (Friday)

Chapter 16: Legal Controls & Freedom of Expression

DUE: Discussion Post
DUE: Chapter 16 Quiz

Oct. 7 – last day of classes

Oct. 10 – grades due to UM

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.