

Social Media and Society

JRSM 4910-M90

Fall 2022

Prof. Tori Cliff

Office: virtual via Zoom or phone

Office Hours: TR 9-11 a.m. and by appointment.

Book appointments: [click here](#)

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COURSE REQUIREMENTS

Catalog description

Discussion of social media's impact on individuals, organizations, and society. Examines the fundamentals of social media-based community, diversity, and influence. Social media has altered how journalists and strategic communication professionals do their jobs and how we communicate as a society.

While platforms like Twitter, Instagram, and Snapchat will come and go in this fast-changing environment, the need for high quality social content and understanding is constant.

Prerequisites

None

Textbooks, Software and Required Materials

Luttrell, R., & Wallace, A. A. (2021). *Social Media and Society: An Introduction to the Mass Media Landscape* (1st ed.). Rowman & Littlefield Publishers.

Classroom format

This is an online class. It is imperative that students read the textbook and any supplemental reading, view or listen to any included materials such as videos or podcasts, and complete any work contained within each week's requirements in Canvas. Class materials are organized by week in Canvas. Each week, complete the materials in the appropriate weekly folder and read the corresponding chapter in our text. Each week's work is due NLT 11:59 p.m. CST on the Sunday that concludes the week unless otherwise specified.

The primary method of communication for the class is email. Students are required to check their university email account each weekday at 9 a.m. to remain current on class news and information. Students should only email the instructor at tmcliff@memphis.edu from their official university email account. To maintain FERPA guidelines, emails from other email providers will not receive a response.

If a student is experiencing trouble or needs to discuss anything with the professor, students are encouraged to email tmcliff@memphis.edu right away and not to let things snowball. Students may also book a meeting by [using this link](#).

A general discussion board thread entitled The Coffee Shop will be available as a tool for students to communicate with one another if desired. This is for student use and will not be graded/monitored by the professor.

An additional discussion board thread will be available entitled Class Topical Discussion. You will be expected to write well-written, concise answers/explanations to the discussion prompts. Site any sources using APA 7th edition. You will also need to reply to a minimum of one peer's post for each discussion board topic.

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 4910-M90 to enter your course and read the instructions on the welcoming page

Course Requirements

The basic requirements for this course include these elements:

1. Complete assigned weekly readings, viewings, etc., by each Sunday NLT 11:59 p.m. unless otherwise noted.
2. Check campus email each weekday morning by 9 a.m.
3. Submit high-quality work on assignments, activities, quizzes, or projects on or before deadline.
4. Submit professional work that reflects logical, well-informed, critical thinking skills.
5. Be respectful of classmates and professor.
6. Participate in meaningful class discussion when discussion topics are posted (post your response and then respond to at least one peer post each discussion post).
7. Log into course a minimum of twice weekly to stay abreast of content.
8. Email professor or schedule meeting immediately if experiencing trouble or need clarification not easily resolved via email.

Accessing the course website

1. Go to the University of Memphis home page: <https://www.memphis.edu>
2. Click Canvas from the menu at the bottom of the page.
3. Log in using your University of Memphis username and password.
4. From your Canvas dashboard, click on the desired class.

Grading

These are the assignment categories that will be used in this class, and their percentage weights by category.

Quizzes = 40%

Assignments, Activities, Participation, Presentations, Reports, Exams, Discussion Board, Exercises = 60%

A= 100-90%

B= 89-80%

C= 79-70%

D= 69-60%

F= 59-0%

Other issues

While you may use your notes and textbook while taking quizzes/knowledge checks/exams, you may not

take them with anyone else's aid. Taking a quiz, knowledge check/exam with anyone else's input is considered cheating and is grounds for failure of the quiz and perhaps the course.

COURSE SCHEDULE

Week 1, Aug. 22-28: Welcome & Ch. 1

Acclimate to course content and syllabus. Secure textbook. Explore Week 1 content.

Readings: Ch. 1

Assignments: Read, view, listen to any content within Week 1 content in Canvas. Respond to Class Topical Discussion Post.

Week 2, Aug. 29-Sept. 4: The Framework of Social Media

This week we will explore Week 2 content.

Readings: Ch. 2

Assignments: Read, view, listen to any content within Week 2 content in Canvas. Respond to Class Topical Discussion Post.

Week 3, Sept. 5-11: The Dark Side Defined / Test 1

This week we will explore Week 3 content.

Readings: Ch. 3

Assignments: Complete Test 1 NLT 11:59 p.m. Sunday, Feb. 6. Read, view, listen to any content within Week 3 content in Canvas. Respond to Class Topical Discussion Post.

Week 4, Sept. 12-18: Benefits of Social Media & Quiz 1 (covers chapters 1-3)

This week we will explore Week 4 content.

Assignments: Read, view, listen to any content within Week 4 content in Canvas. Complete Quiz 1 NLT 11:59 p.m. Sunday, Feb. 13. Respond to Class Topical Discussion Post.

Week 5, Sept. 19-25: Mass Media to Niche Media

This week we will explore Week 5 content.

Readings: Ch. 4

Assignments: Read, view, listen to any content within Week 5 content in Canvas. Respond to Class Topical Discussion Post.

Week 6, Sept. 26-Oct. 2: Business and Strategic Communication

This week we will explore Week 6 content.

Readings: Ch. 5

Assignments: Read, view, listen to any content within Week 6 content in Canvas. Respond to Class Topical Discussion Post.

Week 7, Oct. 3-9: Crisis Communication & Quiz 2 (chapters 4-6)

This week we will cover Week 7 content.

Readings: Ch. 6

Assignments: Read, view, listen to any content within Week 7 content in Canvas. Respond to Class Topical Discussion Post. Complete Quiz 2 covering chapters 4-6 and any additional information provided NLT 11:59 p.m. Sunday, Oct. 9.

Week 8, Oct. 10-16: Catch Up

Prioritize personal wellness.

Readings: none

Assignments: none

Week 9, Oct. 17-23: Sports Communication

This week we will explore Week 9 content.

Readings: Ch. 7

Assignments: Read, view, listen to any content within Week 9 content in Canvas. Respond to Class Topical Discussion Post.

Week 10, Oct. 24-30: Politics and Civic Communication

This week we will explore Week 10 content.

Readings: Ch. 8

Assignments: Read, view, listen to any content within Week 10 content in Canvas. Respond to Class Topical Discussion Post.

Week 11, Oct. 31-Nov. 6: Health Communication

This week we will explore Week 11 content.

Readings: Ch. 9

Assignments: Read, view, listen to any content within Week 11 content in Canvas. Respond to Class Topical Discussion Post.

Week 12, Nov. 7-13: Entertainment Media

This week we will explore Week 12 content.

Readings: Ch. 10

Assignments: Read, view, listen to any content within Week 12 content in Canvas. Respond to Class Topical Discussion Post.

Week 13, Nov. 14-20: Quiz 3 (ch. 7-10)

This week we will explore Week 13 content.

Readings: Ch. 11

Assignments: Read, view, listen to any content within Week 13 content in Canvas. Complete Quiz 3. Respond to Class Topical Discussion Post.

Week 14, Nov. 21-27: Measuring Social Media & Keeping Up with Social Media

This week we will explore Week 14 content.

Readings: Ch. 12

Assignments: Read, view, listen to any content within Week 14 content in Canvas. Respond to Class Topical Discussion Post.

Week 15, Nov. 28-30: Last day of class Wed., Nov. 30, Quiz 4 closes

Assignments: Submit any outstanding work and complete Quiz 4 NLT 11:59 p.m. Wed. Nov. 30.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JRSM 4910

- 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.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

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

- Learn about how the myriad uses and presentations of images and information shift in a new media landscape.
- Develop an understanding of the variety of tools and technologies available in social media.
- Hone written and verbal communication skills with a variety of content productions.
- Apply knowledge of best practices and core values of journalism, public relations, advertising and creative mass media.
- Learn about the ethical implications of social media use, such as concerns surrounding privacy.

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

- Interact with other students, professors, and professionals worldwide to enhance understanding of the collaborative power of social media.
- Thorough and supported contributions to class discussion.
- Read and critically reflect on contemporary texts that explore and highlight how social media are changing the use and presentation of images and information.
- Understand the importance of diversity on social media, and ways in which that can be improved or enhanced.
- Craft their own version of different types of social media content.

How assessment of student learning will be met

Awareness

- Grow awareness of the variety of social media tools and technologies.
- Articulate and appraise ethical concerns on social media.
- Acknowledge how social media builds, sustains, and dismantles different versions of community.

Understanding

- Express interest in the process of creating content.
- Distinguish between different platforms and channels, and when each is most appropriate to use given a particular audience.
- Explore the reality that not everyone is online or engaged with social media, and the impact that has on using it for messaging.
- Delve into issues of diversity and inclusion, using statistical knowledge to support arguments and suggestions for improvement.

Application

- Creation of multiple types of content, including written, audio, and video, for a variety of social media platforms.
- Recognize the role of social media in the creation, production, and reaction to the news.
- Develop skills in a specific platform that allows for overseeing social media content creation.

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.