

Intro to Media  
JRSM 1700-M90/D50  
Spring 2023  
Class meeting: Online/Canvas

Tori Cliff, M.A.

Office: virtual only

Office Hours: MW 11 a.m.-1 p.m. by appointment on Zoom or phone. Set up appts. on [Calendly](#).

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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, 12<sup>th</sup> 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 class is asynchronous online. We will not “meet” at a certain time. However, each week there will be a module that you’ll need to complete. This may include items such as weekly readings from the textbook, articles, podcasts, assignments, quizzes, discussion posts, projects, etc.

### 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.

### Deadlines

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 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. 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. Complete all work in Canvas and assigned readings from the textbook each week;
2. Check campus email each weekday morning by 9 a.m. to remain up to date;
3. Log into the course 2-3 times per week to complete work, study content, etc.;
4. Complete any quizzes, blogs, discussion posts, or assignments on or before deadline;
5. Complete work with excellence;
6. Be respectful of classmates and professor at all times; and
7. Communicate with your professor right away if you are experiencing trouble in the course.

### Grading

Exams: 60%

Quizzes/Assignments/Exercises/Blogs/Participation: 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.

## Survey of Media: TENTATIVE COURSE SCHEDULE

### Week 1: Introduction to Class, Discussion Board, Chapter 1, Jan. 17-22

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 public relations.

Readings: Chapter 1 and any supplemental materials provided in Canvas

Assignments: Post to the discussion board thread, Introductions NLT 11:59 p.m. Sunday, Jan. 22.

### Week 2: Chapter 2, Jan. 23-29

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, Jan. 30-Feb. 5

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

Assignments:

### Week 4: Chapter 4, Quiz 1, Feb. 6-12

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. 12

### Week 5: Chapter 5, Feb. 13-19

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, Discussion Post, Feb. 20-26

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: Discussion Post, Key Takeaways from Fake New Colloquium NLT 11:59 p.m. Sunday, Feb.26

### Week 7: Chapter 7, Quiz 2, Feb. 27-March 5

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 5

### Week 8: Spring Break, March 6-12

This week is Spring Break, so enjoy it!

### Week 9: Chapter 8, Fundamentals of News, March 13-19

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 19

#### Week 10: Chapter 9, Quiz 3, March 20-26

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 26

#### Week 11: Chapter 10, March 27-April 2

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 3-9

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 10-16

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 17-23

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 on the last day of class, Wednesday, April 26)

#### Week 15: Last (partial) Week of Classes, April 24-26 (Wednesday, April 26 last day of classes)

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 26

## 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**

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.

**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.