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## **MMJ 497: Media Practices**

COURSE SYLLABUS: FALL 2021

### **INSTRUCTOR INFORMATION**

Instructor: Mr. Mark Haslett

Office Location: Binnion Hall 130

Office Hours: Monday/Wednesday 8-11 a.m. and by appointment

Office Phone: 903-886-5587

University Email Address: mark.haslett@tamuc.edu

Preferred Form of Communication: email

Communication Response Time: 24 hours, Monday through Friday

### **COURSE INFORMATION**

Materials – Textbooks, Readings, Supplementary Readings

#### **Textbook Required**

Kern, Jonathan (2008). [Sound Reporting: The NPR Guide to Audio Journalism and Production](#) (2<sup>nd</sup> ed.) Chicago, IL: University of Chicago Press.

#### **Required Supplemental Readings and Activities/Lecture Materials:**

No purchases required – materials will be indicated or provided by instructor as needed.

#### **Software/Technology Required**

Internet access and basic suite of office programs. Access to any specialized devices or programs to be provided by the university if necessary.

*The syllabus/schedule are subject to change.*

## COURSE DESCRIPTION

**MMJ 497- Media Practices** - This course is designed for undergraduate students pursuing degrees in mass media/journalism, public relations, or related fields. Students pursuing other courses of study who wish to improve their media literacy and/or media content creation skills are warmly welcomed as well. This course provides opportunities to produce editorial content or promotional content for the university's public media organization, KETR-FM. This course also provides opportunities to study and evaluate media content and the media's role in contemporary society. The small class size will allow the curriculum to be individually tailored to student skill sets and preferences. All students will read the required text and produce a written report applying concepts from the book to contemporary media.

**Student Learning Outcomes:** Students will increase their understanding of contemporary media practices through a combination of study, analysis, and in some cases, content creation. Those students who create media content will learn professional applications for those skills, while those students who are not content creators will develop skills to evaluate news media's content and social role with a sensibility informed by knowledge of media's internal practices.

### Grading:

Attendance and Participation	15%
In-Class Reviews (10)	20%
Homework Assignments (4)	20%
Special Assignment A	10%
Special Assignment B	15%
Special Assignment C	20%

## MMJ 497: Media Practices

COURSE SCHEDULE: FALL 2021

<b>Week 0</b>	<b>Overview</b>
Aug. 30	Introduction to media formats and editorial processes
Sept. 1	Introduction to public-service journalism
Sept. 3	Public Radio and KETR-FM
<b>Week 1</b>	<b>Audio Storytelling</b>
Sept. 6	no class (holiday)
Sept. 8	no class (instructor in-service)
Sept. 10	Audio Storytelling; Syllabus review / <b>in-class review: This American Life</b>
<b>Week 2</b>	<b>Models of Media Analysis</b>
Sept. 13	On the Media / <b>in-class review: On the Media A</b>
Sept. 15	On the Media / <b>in-class review: On the Media B</b>
Sept. 17	On the Media / <b>in-class review: On the Media C</b>

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<b>Week 3</b>	<b>Workshop Week – Beginning Special Assignment A</b>
Sept. 20	workshop
Sept. 22	workshop
Sept. 24	workshop
<b>Week 4</b>	<b>Logic and More Workshopping</b>
Sept. 27	Very Old School: Logic and Rhetoric / <b>homework due: custom task</b>
Sep. 29	workshop
Oct. 1	workshop / <b>homework due: logic competency</b>
<b>Week 5</b>	<b>Sound Reporting</b>
Oct. 4	Sound Reporting / <b>in-class review: Sound Reporting A</b>
Oct. 6	Sound Reporting / <b>in-class review: Sound Reporting B</b>
Oct. 8	Sound Reporting / <b>in-class review: Sound Reporting C</b>
<b>Week 6</b>	<b>Workshop Week – Beginning Special Assignment B</b>
<b>Oct. 11</b>	<b>Special Assignment A due</b>
Oct. 11	workshop
Oct. 13	workshop
Oct. 15	workshop
<b>Week 7</b>	<b>Media Analysis and Identity</b>
Oct. 18	Postmodernism and Identity
Oct. 20	Impolite Topics / <b>in-class review: Code Switch</b>
Oct. 22	Twenty-Seven Spanishes: Cambios y Cuentos
<b>Week 8</b>	<b>Workshopping and Imagining</b>
Oct. 25	workshop / <b>homework due: media and identity</b>
Oct. 27	workshop
Oct. 29	Coda: Video Storytelling and the Imagination
<b>Week 9</b>	<b>Finishing Special Assignment B</b>
Nov. 1	no class: individual consultations on Special Assignment B
Nov. 3	no class: individual consultations on Special Assignment B
Nov. 5	no class: individual consultations on Special Assignment B
<b>Week 10</b>	<b>Workshop Week – Beginning Special Assignment C</b>
<b>Nov. 8</b>	<b>Special Assignment B due</b>
Nov. 8	workshop
Nov. 10	workshop
Nov. 11	workshop

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**Week 11      Something Different**  
Nov. 15      Legacy Media / **in-class review: Whose Vote Counts?**  
Nov. 17      Podcasting / **in-class review: Conspiritoriality**  
Nov. 19      Lyricism and Aesthetics

**Week 12      Thanksgiving Doth Loom**  
Nov. 22      Sport and Society / **homework due: podcasting**  
Nov. 24      no class (Thanksgiving holiday)  
Nov. 26      no class (Thanksgiving holiday)

**Week 13      Bringing It All Back Home**  
Nov. 29      workshop  
Dec. 1      workshop, **Special Assignment C draft due**  
Dec. 3      workshop, last classroom meeting

**Week 14**  
Dec. 6      no class: individual consultations on Special Assignment C  
Dec. 8      no class: individual consultations on Special Assignment C  
Dec. 10      no class: **Special Assignment C due**

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

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**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## **COMMUNICATION AND SUPPORT**

If you have any questions or are having difficulties with the course material, please contact your Instructor Dr. Tami Morton at [Tami.Morton@tamuc.edu](mailto:Tami.Morton@tamuc.edu).

### **Technical Support**

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Course Specific Procedures/Policies**

#### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **University Specific Procedures**

#### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).  
<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

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## **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

## **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

## **Students with Disabilities-- ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

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<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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