

COMM 3350
Telecommunication & Electronic Media Industries

HU 228 // Mon, Wed 2:00 pm – 3:20 pm – HU 312

Instructor: Deon Kay

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Office Hours: MON 11-1 Online ★ TUES 11-1 online ★ WED 10:30-1:30 and 3-5pm ★ FRI 2-4

Course Overview: COMM 3350 is a continuation of COMM 1154-*Introduction to Mass Communications* and examines the contemporary industry and social issues facing telecommunication and electronic media (TEM). These issues include the analysis of structure and process, revenue sources, programming and services, audience research, and effects, as well as ownership, censorship, and representation.

Course Reading: - *Broadcasting, cable, the Internet, and beyond: An introduction to modern electronic media* (7th Ed.). Dominick, J. R., Messere, F., & Sherman, B. L. (2012). New York: McGraw-Hill.

Mass Communications Program Learning Outcomes:

1. Students will be able to understand critically the origin, development, and paramount economic, legal/policy, social, and effects issues of mass media.
2. Students will be able to understand critically structure and process of mass media industries within economic, legal, and ethical considerations.
3. Students will develop the ability to write mass media messages with accuracy, clarity, and brevity on deadline and within varying style, ethical, and legal considerations.
4. Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, style, technical, ethical, and legal considerations.
5. Students will be able to gain practical experiences to apply and test knowledge and skills, and to network with professionals.
6. Students will be encouraged to engage in interdisciplinary scholarship.

Course Learning Outcomes:

1. Students will critically understand TEM structure and process.
2. Students will critically understand TEM revenue sources, programming, and services.
3. Students will critically understand TEM audience and effects research.

Students with Special Needs: I will gladly make the necessary accommodations to ensure students with special needs can complete the class and get the most out of it. Please don't "wing it" and then tell me at the end of the semester. Come see me in private with your paperwork and we can discuss your particular needs.

UWG Email Policy: The University considers students' MyUWG e-mail account to be an official means of communication between the University and the student. It is your responsibility to check his or her email frequently for class, department, and University information.

Common language for course syllabi: Students should please review the following information regarding **ADA**, **UWG Email Policy**, **Credit Hour Policy**, and **UWG Honor Code**. http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

Course Structure and Grading

This is a mostly online course (50%-90% online). We will meet approximately once every module to review the material and do **graded** small-group exercises that expand on the material in the textbook (5% of your final grade). If you are not in class there is no way to make up the work you miss.

Our Class meetings will be always on Wednesdays: 1/11, 1/20, 2/3, 2/24, 3/23, & 4/6, *with one optional meeting on 3/2 for mid-term review.*

This course is broken down into SIX Modules.
Each Module has TWO or THREE chapters, and lasts TWO or THREE weeks.

There is some work on a module level, and there some work on a chapter level.

For Every **Module** you need to:

1. Complete a short MC/ TF **quiz** on D2L (*15% of your final grade*).
 - These quizzes are designed to be a reading guide, to help you engage with the textbook.
 - These quizzes close at 10pm on the last Friday of every module.
 - The quizzes are 25 minutes and consist of about 25 questions (20 random questions from the current module, and 5 random questions from previous modules).
 - You can take each quiz THREE times, and only your highest grade will count.
2. Complete a **writing response** (*20% of your final grade*) that I will assign during our class meetings.
 - These are usually due the last Wednesday of every module at 11:30pm.
 - Each writing assignment has different parameters so be sure to read the instruction carefully.
 - Poor Spelling and Grammar will cost you a lot of points. Write carefully and proofread thoroughly.
 - Under-performing in these assignments will mean a mandatory trip to the writing center.

For **Every Chapter** you need to complete a **Reading Response** (*15% of your final grade*):

1. You have been randomly assigned to a reading group.
2. Each person in the group needs to supply THREE sample test questions for the chapter. These need to be posted in the appropriate d2L discussion thread. As a group, you need to pick the BEST FIVE questions and share these with the entire class. The goal is for these questions to make up the exams.

3. These questions **cannot** be Multiple Choice or True/False. They must be analytical in nature. I.E. *Define xyz* is not ok, but *Explain how*, or *What's the difference between* are better. In general *How* and *Why* questions are a lot more thought provoking than *What* and *When* (and they automatically require you to know the *what*, *who*, and *when*).
4. To receive credit for this portion (*15% of your final grade*) you need to participate in the entire process. Posting your three questions will not get you any credit if you do not help your group decide which 5 questions to share AND who is going to do the sharing. Take turns. Delegate. Communicate. Everything needs to be done in D2L so I can monitor your engagement.
5. Your THREE personal questions are due by 11:59pm every Thursday in the *THREE Questions* forum for the Chapter.
6. Your group's FIVE questions are due by 12pm (noon) the following Monday in the *FIVE Questions* topic in the *General Access Reading Responses* Forum.
7. I repeat – **in order to receive credit you need to participate in the entire process.**

EXAMS (Mid-term + Final, 15% each)

There will be no Multiple Choice or True/False questions on the exams. Rather, they will be made up solely of analytical short-answer questions that require you to compare and analysis historical and factual information.

Additionally, the goal is to use the student generated questions from the reading responses as the content of the Exams, and the *General Access* discussion threads as a study guide. I do not provide additional study guides, so the better job you do on the questions, the better access you will have to study guides, and possibly even the questions.

We will deal with the exact content and format of the exams closer to the time.

RESEARCH PROJECT (15%)

Later in the semester you will be required to do a research project on one of several topics. The details, topics, and requirements will be provided closer to the time.

Grading Summary

<u>Assignment</u>	<u>% of final grade</u>
Mid Term Exam	15%
Final Exam	15%
Research Project	15%
Module Quizzes	15%
Module Writing responses	20%
Chapter Reading responses	15%
In-Class exercises	5%

WEEK 1 Introductions + Learning the Format

Mon 1/11 In-Class Meeting
Thurs 1/14 Three questions due for introductory exercise (11:59pm)

MODULE 1: BROADCASTING AND TECHNOLOGY (*weeks 2 & 3*)

WEEK 2 Chap 01: History of Broadcast Media (pg6-29)

Mon 1/18 Five questions due for introductory exercise (noon)
Wed 1/20 In-Class Meeting (*Assign Writing response*)
Thurs 1/21 Three questions due for Chap 1 (11:59pm)

WEEK 3 Chap 03: Audio and Video Technology (pg49-84)

Mon 1/25 Five Questions for Chap 1, due 12 pm (noon)
Wed 1/27 Writing Response DUE for Module 1
Thurs 1/28 Three questions due for Chap 3 (11:59pm)
Fri 1/29 Module Quiz due 10pm

MODULE 2: THE RADIO (*weeks 4, 5 & 6*)

WEEK 4 Chap 04: Radio Today (pg85-108)

Mon 2/1 Five Questions for Chap 3, due 12 pm (noon)
Wed 2/3 In-Class Meeting (*Assign Writing response*)
Thurs 2/4 Three questions due for Chap 4 (11:59pm)

WEEK 5 Chap 08: Radio Programming (pg183-206)

Mon 2/8 Five Questions for Chap 4, due 12 pm (noon)
Thurs 2/11 Three questions due for Chap 8 (11:59pm)

WEEK 6

Mon 2/15 Five Questions for Chap 8, due 12 pm (noon)
Wed 2/17 Writing Response DUE for Module 2
Fri 2/19 Module quiz due 10pm

MODULE 3: TELEVISION (*weeks 7, 8 & 9*)

WEEK 7 Chap 05: Broadcast and Cable/Satellite TV Today (pg109-135)

Wed 2/24 In-Class Meeting (*Assign Writing response*)
Thurs 2/25 Three questions due for Chap 5 (11:59pm)

WEEK 8 Chap 07: The Business of Broadcasting, Cable, and New Media (pg157-182)

Chap 09: TV Programming (pg208-235)
Mon 2/29 Five Questions for Chap 5, due 12 pm (noon)
Wed 3/2 *Optional* In-Class Meeting / MID-TERM Review
Thurs 3/3 Three questions due for Chap 7 & 9 (11:59pm)
Fri 3/4 Module Quiz due 10pm

WEEK 9

Mon 3/7 Five Questions for Chap 7 & 9, due 12 pm (noon)
 Wed 3/9 **Midterm (D2L)**
 Fri 3/11 Writing Response DUE for Module 3

WEEK 10

3/14	SPRING BREAK	SPRING BREAK
3/16	SPRING BREAK	SPRING BREAK

MODULE 4: THE INTERNET (*weeks 11 & 12*)**WEEK 11**Chap 02: Cable, Home Video & the Internet (pg30-48)

Wed 3/23 In-Class Meeting (*Assign Writing response*)
 Thurs 3/24 Three questions due for Chap 2 (11:59pm)

WEEK 12Chap 06: The Internet, Web Audio, and Web Video (pg136-156)

Mon 3/28 Five Questions for Chap 2, due 12 pm (noon)
 Wed 3/30 Writing Response DUE for Module 4
 Thurs 3/31 Three questions due for Chap 6 (11:59pm)
 Fri 4/1 Module Quiz due 10pm

MODULE 5: RATINGS AND REGULATION (*weeks 13 & 14*)**WEEK 13**Chap 10: Formal Rules and Regulations (pg237-263)Chap 11: Self Regulation and Ethics (pg264-278)

Mon 4/4 Five Questions for Chap 6, due 12 pm (noon)
 Wed 4/6 In-Class Meeting (*Assign Writing response*)
 Thurs 4/7 Three questions due for Chap 10 & 11 (11:59pm)

WEEK 14Chap 12: Ratings and Audience Feedback (pg279-294)

Mon 4/11 Five Questions for Chap 10 & 11, due 12 pm (noon)
 Wed 4/13 Writing Response DUE for Module 5
 Thurs 4/14 Three questions due for Chap 12 (11:59pm)
 Fri 4/15 Module Quiz due 10pm

MODULE 6: MEDIA EFFECTS (*week 15*)**WEEK 15**Chap 13: Effects (295-316)

Mon 4/18 Five Questions for Chap 12, due 12 pm (noon)
 Wed 4/20 Writing Response DUE for Module 6
 Thurs 4/21 Three questions due for Chap 13 (11:59pm)
 Fri 4/22 Module Quiz due 10pm

WEEK 16

Mon 4/25 **FINAL EXAM** 2pm – 4pm