

COMM 3350
Telecommunication & Electronic Media Industries
June 3 - 27 Fully Online

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Office Hours: email and by appointment

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: - *Electronic Media: Then, Now, and Later (3rd Edition)* – Norman J Medoff & Barbara K. Kaye [ISBN-13: 978-1138903203 // ISBN-10: 1138903205]

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 your 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**. (Also Linked in Courseden)

https://www.westga.edu/administration/vpaa/assets/docs/faculty-resources/common_language_for_course_syllabi_v2.pdf

Course Structure and Grading:

- This class is 100% online, and because of the timeline there will be no interactive component to this class. We lose something there, but you also gain some flexibility too, and you can move through the class almost as fast as you want to, **but you cannot move as slowly as you want to.**
- The schedule for this class is very compressed and it will be easy to fall behind if you do not stay on top of things so please make sure you take the time TODAY to understand what is expected of you so that there is at least no confusion about that.
- The class is broken down into weeks with everything for the week due on Sunday night. But remember – this is a week of work and it can never be completed in a single sitting on Sunday night. The key with any online class is to work consistently.
- Grades for the class are broken down as follows:

ASSIGNMENT	% of final grade
Chapter Review Quizzes	40%
3 x Writing responses	30%
2 x Big Tests	30%

For EACH Chapter you need to complete a Chapter Review Quiz (40%)

- These MC/ TF quizzes are designed to be a reading guide, to help you engage with the most important elements in the textbook.
- These quizzes close on Sundays at 11:59pm.
- The quizzes are 25 minutes each and consist of 15 random questions from the current chapter.
- You can/**should** take each quiz THREE times, **and only your highest grade will count.**

EACH week you need to complete a writing response (30% of your final grade).

- These are also due Sundays at 11:59pm
- Each assignment has different parameters so be sure to **read the instructions carefully.**
- Write carefully and proofread thoroughly. Spelling and Grammar always count.
- **Plagiarism will earn you an F for the entire class.**

2 x BIG TESTS/EXAMS (30%)

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

I will provide you with a few sample questions so that you understand the format and scale of answers required.

COURSE SCHEDULE

WEEK 1 Electronic Media Origins – Radio and Television

- ◀CHAPTER 2▶ FROM MARCONI TO MOBILE LISTENING
- ◀CHAPTER 3▶ TELEVISION: FROM RADIO WITH PICTURES...
- ◀CHAPTER 4▶ TELEVISION AND RADIO PROGRAMS AND PROGRAMMING

Mon 6/3 Classes begin
Sun 6/8 DUE 3 x Chapter Quizzes (Chaps 2, 3, 4)
DUE Writing Response 1

WEEK 2 The Internet and Audience Measures

- ◀CHAPTER 5▶ INTERCONNECTED BY THE INTERNET
- ◀CHAPTER 7▶ ADVERTISING: FROM CLAY TABLETS TO DIGITAL TABLETS
- ◀CHAPTER 8▶ AUDIENCE MEASUREMENT

Tues 6/11 DUE 1 x Chapter Quizzes (Chaps 5)
Wed 6/12 Big Test 01 (Chaps 2, 3, 4, 5) opens 8am
Fri 6/14 Big Test 01 (Chaps 2, 3, 4, 5) closes 10pm
Sun 6/16 DUE 2 x Chapter Quizzes (Chaps 7, 8)
DUE Writing Response 2

WEEK 3 Business Models and Ethics

- ◀CHAPTER 10▶ THE BUSINESS OF ENTERTAINMENT AND MEDIA OWNERSHIP
- ◀CHAPTER 11▶ MEDIA OPERATIONS
- ◀CHAPTER 13▶ THE PERSONAL AND SOCIAL INFLUENCE OF MEDIA

Mon 6/17
Sun 6/23 DUE 3 x Chapter Quizzes (Chaps 10, 11, 13)
DUE Writing Response 3

WEEK 4

Mon 6/24
Tues 6/25 DUE Big Test 02 (Chaps 7, 8, 10, 11, 13)
Last Day of Classes