

COMM 3350-E01: Telecommunication and Electronic Media Industries
100% online
Fall Semester 2017

GENERAL INFORMATION

Instructor: Patrick D. Hadley, Ph.D.

Office: Humanities 214

Physical Office Hours:

Mondays & Wednesdays, 9:30 am – 10:30 am; 3:45 pm – 5:15 pm
(or by appointment)

Virtual Office Hours: Tuesdays & Thursdays, 9:30 am - noon

Google Voice: 404-919-7349 (use for class related voicemails or texts)

Office Telephone: (678) 839-4931 (use for inquiries that are NOT class-related)

E-mail: phadley@westga.edu (for use only if CourseDen email is unavailable)

CourseDen: <https://westga.view.usg.edu/>

Important Note: Read this entire course syllabus **carefully**. You are responsible for all the information contained herein. Ignorance of the policies of the class **will not** be an acceptable excuse.

ABOUT THE COURSE

COMM 3350 is a continuation of COMM 1154-Introduction to Mass Communications and examines contemporary industry and social issues facing telecommunication and electronic media (TEM). The course will focus particular attention on analysis of electronic media structures and processes, revenue sources, programming and services, audience research, and effects.

Department of Mass Communications Learning Outcomes:

1. **Awareness:** Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.
2. **Understanding:** Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

3. **Application:** Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multimedia, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

Course Learning Outcomes:

1. Students will describe the historical development and impact of radio and television broadcasting, cable, the Internet, and audio and video technology. (*Awareness*)
2. Students will identify the structures and processes associated with electronic media industries, including revenue sources, programming, and services. (*Awareness*)
3. Students will list audience feedback measurement services. (*Awareness*)
4. Students will explain electronic media law and policy regulations. (*Understanding*)
5. Students will recognize models of self-regulation and ethics related to electronic media industries. (*Understanding*)
6. Students will calculate ratings and shares for radio listening and television viewing. (*Application*)
7. Students will analyze effects research about electronic media issues. (*Application*)

REQUIRED TEXT & ADDITIONAL MATERIALS/READINGS

1. Dominick, J. R., Messere, F., & Sherman, B. L. (2012). *Broadcasting, cable, the Internet, and beyond: An introduction to modern electronic media* (7th Ed.). New York: McGraw-Hill.
2. Additional content from selected print and video resources may be assigned throughout the semester. Check CourseDen regularly for additional assignments.

*It is not possible to successfully complete the requirements of COMM 3350 without studying the textbook and additional assigned materials.

TECHNOLOGY RESOURCES AND TECHNICAL SUPPORT

This course will be delivered entirely at a distance with no face-to-face meetings (F2F). You will be responsible for checking the COMM 3350 CourseDen site on a regular basis for class announcements, assignments, and discussion topics. I prefer that you use the CourseDen e-mail service for class-related correspondence. You should check our CourseDen home page on a daily basis for any important announcements or alerts related to the class.

The following are the minimum requirements for completing this class successfully. You must meet these requirements to participate in the class.

- Access to a personal computer (PC or MAC) with speakers.

- High-speed Internet service (DSL, cable, fiber, etc.) is **strongly recommended**. If high-speed Internet is not available in your area, contact your instructor immediately. Completion of course requirements will be very difficult and cumbersome without high-speed internet access.

For CourseDen assistance, including tutorials, troubleshooting, and online support resources, I encourage you to reference the *CourseDen Desire2Learn (D2L) Resources* link on the course homepage, or contact the UWG Online Helpdesk Services via email at online@westga.edu, or via the Internet at <http://uwgonline.westga.edu/students.php>.

Monday - Friday 8am - 5pm EST, you may also visit the Distance Education & Distributed Center at the Honors House or call the staff at 678.839.6248 or 1.855.933.8946 (UWGO). Additionally, you may contact the GeorgiaVIEW D2L Help Center for assistance 24 hours a day, 7 days a week, and 365 days a year via the Internet at <https://d2lhelp.view.usg.edu> or via its support hotline at 1.855.772.0423.

If you experience technical difficulties, it is very important that you contact CourseDen support staff - Distance Education & Distributed Center (first choice) or GeorgiaVIEW D2L Help Center. The staff will document your case, and verify whether it is a personal or campus technology issue. Personal technology issues do not justify due date extensions; and due dates will be extended only in cases of campus technology issues or cases of unavoidable situations substantiated with documentation. To request an extension for qualified cases, you should e-mail me within two hours of due date. However, if you do not contact CourseDen support staff, late online assignments or exams may not qualify for credit or will be subject to late penalties.

STUDENT RIGHTS AND RESPONSIBILITIES

Please carefully review the information at the link at the following URL
https://www.westga.edu/academics/assets/docs/Common_Language_for_Course_Syllabi.pdf

The information at this link contains information about accessibility services procedures, the UWG Honor Code, and other important matters related to your rights and responsibilities in this class. These statements are updated as federal, state, university and accreditation standards change, so you are advised to review the information closely each term.

GRADING POLICY

Grades **earned** in this class are based solely on the following:

Test #1	100 points
Test #2	100 points
Test #3	100 points
Introductory Industry Perspective Blog Post	25 points
Industry Update Discussion Posts/Responses	100 points
New Media Research Impact Blog Post	75 points
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Total-	500 points

Grading Scale:

Points needed to receive grade

A=450 - 500

B=400 - 449

C=350 - 399

D=300 - 349

F=299 and below

In the interest of academic integrity and fairness, please note that at the end of the semester, I do not offer individual extra credit opportunities, since grades may already include extra credit for problematic or bonus exam questions.

Any point total at the end of the semester at 0.5 or above will be rounded up to the next highest number. For example, a semester point total of 399.5 will be rounded up to 400, which is a letter grade of "B". In contrast, a semester point total of 349.25 will NOT be rounded up, so it would result in a letter grade of "C." Take advantage of every point available during the semester.

TESTS

There will be **three (3) tests** based on assigned readings from our textbook, as well as additional reading, listening or viewing assignments. The format of the tests will be a combination of objective (multiple choice, true/false, matching) and possibly subjective (short answer/essay) questions. Each test is worth **100 points** and will be administered through the Quizzes tool on CourseDen.

Early or make-up tests are administered **ONLY** in emergency cases due to unavoidable occurrences, substantiated with documentation. Requests for early tests must be made at least one week prior to the test date, and requests for make-up tests must be made

before the end of the test availability on the date it is open. No makeup exam will be once you have accessed a test in CourseDen. Contact the instructor via CourseDen AND via UWG email at phadley@westga.edu AND leave a message, including a contact number, at my Google Voice number at 404-919-7349. Make-up tests must be completed during the current semester at a time determined by the instructor.

WRITING ASSIGNMENTS

1. Introductory Industry Perspective Blog Post (25 points): You will do all of the following:
 - a. Create a new blog on WordPress.com (even if you already have an existing blog),
 - b. Paragraph #1: Introduce yourself to the class (e.g., first name only is OK, concentration in department and reason for selecting it, career interest or goals in this field)
 - c. Paragraph #2: Write a 2 - 3 paragraph (60 – 100 words) response to the following questions:
 - i. Based on your personal knowledge or experience -- no research needed --
 1. what are one (or more) recent trend(s) in electronic media (e.g., radio, TV, cable, music, gaming) that you consider to be important for your industry? For example, have you observed Twitter becoming an important way for newspapers to get stories out to the public quickly? Or, is Instagram the primary way that you find out about new clothing styles or recipes? **BE SPECIFIC!!**
 - ii. Based on your personal knowledge, or even belief, how do you think this trend will benefit -- or hinder -- you in your personal career development? **BE SPECIFIC, EVEN IF SPECULATING!!**
 - d. Insert a hyperlink to a website controlled by a company that demonstrates or reflects this trend
 - e. Embed a video in your blog post that refers to this trend
 - f. Copy and paste the URL (i.e., web address) to your WordPress.com blog into the CourseDen Discussion Area titled “Introductory Industry Perspective Blogs” by the deadline

See separate Weekly Schedule for assignment deadline.

2. **New Media Research Impact Blog Post (75 total points)**: You will select or develop a research question related to new/social media and its impact on a traditional mass medium and produce a research report that answers your selected question. This research report will be submitted as a posting on your WordPress blog with hyperlinks and embedded video. Further details will be provided later in the semester.

See separate Weekly Schedule for assignment deadline.

3. **Discussions**: We will have several Discussions during the semester. They are asynchronous with deadlines. This means that while we will not have to login at the same time, we will have to login during the same week (or weeks) to make our posts. For most discussions, you are expected to make at least one initial post and reply to another post. The first post you make is called your “initial posting.” This is your primary posting, and will generally be longer than any reply.
 - a. In discussions where a reply is expected, you should make your initial posting by midnight on Thursdays. Unless otherwise specified, all discussions end at 11:59 pm on the due date.
 - b. When a module is more than one (1) week long, you should use the last Thursday of that module as your deadline for making the first posting, unless the directions include an explicit direction to submit by another day of the week.

You are welcome to engage in discussions past the deadlines in the Course Schedule (in all discussion boards). However, credit may only be given for discussions occurring during the official window.

CLASS, DEPARTMENT, AND UNIVERSITY POLICIES

Attendance/Participation

Online Attendance:

In an online class, regular involvement counts. I believe that regular logging in is a crucial aspect of determining your performance. Regular logging in keeps you in contact with the class, not only in terms of the learning activities, but also allows you to be informed of any relevant course announcements relating to a particular module during the week.

Students who do not login regularly can experience frustration, anxiety, fear, alienation, a sense of being overwhelmed, etc. These are not ideal learning conditions in a face-to-face classroom, and can be particularly troubling in a 100% online course.

I strongly recommend that you log into the course at least once a day on weekdays. I can only help you if you are attending to the course.

If your computer crashes or some other computer-related crisis occurs, you must access your back-up computer (see *Required Materials* above). It is not an acceptable excuse to claim “I won’t be able to login to the course for 2 weeks until my computer is repaired and sent back to me.” You must go to the campus or your local public library, go to a friend’s house, or make other arrangements to ensure that you are regularly logging into the course. If you are not confident that your computer will make it through the course, you may want to consider taking this course in a later semester when you have access to more reliable technology.

Late Work Policies

Discussions Late Policy

Discussions posted late, but **within 24 hours** of the deadline, will have the grade reduced by **50 percent**. **Discussions posted more than 24 hours after the deadline will receive a zero.**

Discussions may be made up (with modifications by the instructor) only if you provide written documentation of a medical, family, or related emergency that was outside of your control. (You can submit written documentation via a scanned copy of a document forwarded to the instructor via email)

Blog Post Late Policy

Blog assignments posted late, but within 24 hours of the deadline, will have the grade reduced by 50 percent. Blog assignments posted more than 24 hours late, will receive a zero.

Late blog assignment postings may be permitted without penalty if you provide written documentation of a medical or family emergency. (You can submit written documentation via a scanned copy of a document forwarded to the instructor via email)

Quizzes Late Policy

There is no extension on tests without documentation of an unanticipated medical or related emergency making you physically unavailable during the testing window.

Use the Course Schedule to know when tests will be available

Tips for Meeting Deadlines

- Don’t procrastinate. Instead, try to get ahead.

- Read all submission instructions very, very carefully. Failing to follow instructions WILL cause you to lose points.

[END OF SYLLABUS VERSION 1.0]

Weekly Schedule (Subject to change)
COMM 3350 - Telecommunication and Electronic Media Industries
Fall 2017

Week	Topic/Activity	Assignment
Wk 1 W-8/9 - Sun-8/13	Overview Course Overview/Syllabus Review	No reading assignment <ul style="list-style-type: none"> ● <u>Due Sun. 8/13 by 11:59 pm</u>: Introductory Industry Perspective Blog Post (post link in Discussions area)
Wk 2 M-8/14-Sun.- 8/20	History of Broadcast Media (Chapter 1) and History of Cable, Home Video and the Internet	<ul style="list-style-type: none"> ● Review Chapter 1 and 2 & supplemental material ● Review PowerPoint ● <u>Due Sun. 8/20 by 11:59 pm</u>: Industry Update Discussion Post/Response #1 (post in Discussion area)
Wk 3 M-8/21-Sun. 8/27	Audio/Video Technology	<ul style="list-style-type: none"> ● Review Chapter 3 & supplemental material ● Review PowerPoint ● <u>Due Sun. 8/27 by 11:59 pm</u>: Industry Update Discussion Post/Response #2 (post in Discussion area)
Wk 4 M-8/28 - Sun. 9/3	Contemporary Radio	<ul style="list-style-type: none"> ● Review Chapter 4 & supplemental material ● Review PowerPoint ● No Discussion Post due
Wk 5 M-9/4 - Sun. 9/10	Radio Programming **M-Labor Day Holiday - no classes**	<ul style="list-style-type: none"> ● Review Chapter 8 & supplemental material ● Review PowerPoint ● <u>Due Sun. 9/10 by 11:59 pm</u>: Industry Update

		Discussion Post/ Response #3 (post in Discussion area)
Wk 6 M-9/11 to Sun.-9/17	Assessment/Broadcasting,Cable, Satellite TV Today **M-Online Exam #1	**Monday-Exam #1 (Chapters 1, 2, 3, 4, 8 and supplemental materials)** <ul style="list-style-type: none"> • Accessible on 9/11 via Quizzes link in D2L between 6:00 am and 11:59 pm Eastern Time (75 minutes duration once you start exam) <u>Broadcast,Cable, Satellite TV</u> <ul style="list-style-type: none"> • Review Chapter 5 & supplemental material • Review PowerPoint • No Discussion Post
Wk 7 M-9/18 to Sun.-9/24	Internet, Web Audio and Video	<ul style="list-style-type: none"> • Review Chapter 6 & supplemental material • Review PowerPoint • <u>Due Sun. 9/18 Sun. 9/24 by 11:59 pm:</u> Industry Update Discussion Post/ Response #4 (post in Discussion area)
Wk 8 M-9/25 to Sun.-10/1	TV Programming **SEPT. 29 is the last day to withdraw from course with a "W"***	<ul style="list-style-type: none"> • Review Chapter 9 & supplemental material • Review PowerPoint • <u>Due Sun. 10/1 by 11:59 pm:</u> Industry Update Discussion Post/ Response #5 (post in Discussion area)
Wk 9 M-10/2 to Sun.- 10/8	Business of Broadcasting, Cable and New Media	<ul style="list-style-type: none"> • Review Chapter 7 & supplemental material • Review PowerPoint

		<ul style="list-style-type: none"> • <u>Due Sun. 10/8 by 11:59 pm:</u> Industry Update Discussion Post/ Response #6 (post in Discussion area)
Wk 10 M-10/9 to Sun-10/15	Ratings and Audience Feedback	<ul style="list-style-type: none"> • Review Chapter 12 & supplemental material • Review PowerPoint • <u>Due Sun. 10/15 by 11:59 pm:</u> Industry Update Discussion Post/ Response #7 (post in Discussion area)
Wk 11 M. -10/16 to Sun.-10/22	Assessment/Rules and Regulations	<p>**Monday-Exam #2 (Chapters 5, 6, 9, 7, 12 and supplemental materials)**</p> <ul style="list-style-type: none"> • Accessible on 10/6 10/16 via Quizzes link in D2L between 6:00 am and 11:59 pm Eastern Time (75 minutes duration once you start exam) <p><u>Rules and Regulations</u></p> <ul style="list-style-type: none"> • Review Chapter 10 & supplemental material • Review PowerPoint • No Discussion Post
Wk 12 M-10/23 to Sun-10/29	Rules and Regulations (con'd)	<ul style="list-style-type: none"> • Review Chapter 10 & supplemental material • Review PowerPoint • <u>Due Sun. 10/29 by 11:59 pm:</u> Industry Update Discussion Post/ Response #8 (post in Discussion area)

<p>Wk 13</p> <p>M-10/30 to Sun. 11/5</p>	<p>Self-Regulation and Ethics</p>	<ul style="list-style-type: none"> • Review Chapter 11 & supplemental material • Review PowerPoint • <u>Due Sun. 11/5 by 11:59 pm:</u> Industry Update Discussion Post/ Response #9 (post in Discussion area)
<p>Wk 14</p> <p>M-11/6 to Sun.-11/12</p>	<p>Effects Theory and Research (Mass Media & Social Media)</p>	<ul style="list-style-type: none"> • Review Chapter 13 & supplemental material • Review PowerPoint • Review supplemental material on social media effects theory • <u>Due Sun. 11/12- Tues., 11/14 by 11:59 pm:</u> Industry Update Discussion Post/ Response #10 (post in Discussion area)
<p>Wk 15</p> <p>M-11/13 to Sun-11/19</p>	<p>Assessment</p>	<p>**Wednesday-Exam #3 (Chapters 10,11,13 and supplemental materials)**</p> <ul style="list-style-type: none"> • Accessible on <u>11/15</u> via Quizzes link in D2L between 6:00 am and 11:59 pm Eastern Time (75 minutes duration once you start exam)
<p>Wk 16</p> <p>M-11/20 to Sun-11/26</p>	<p>*Thanksgiving Recess - No Classes*</p>	

Wk 17 M-11/27 to F- 12/1	New Media Research Impact Blog Post	<ul style="list-style-type: none">• <u>Due Fri. 12/1 by 11:59 pm</u>: New Media Impact Research Blog Post (post blog link in Discussions area)
Final Exam	**NOTE-No final exam is scheduled for this class**	

[END OF COURSE SCHEDULE - VERSION 1.0]