

Telecom & Electr Media Industr

COMM-3350

Summer 2020 Section E01 3 Credits 06/01/2020 to 06/25/2020 Modified 06/03/2020

Description

A continuation of COMM 1154, examining contemporary industry and social issues facing telecommunication and electronic media. Particular attention given to analysis of structure and process, revenue sources, programming and services, audience research, and effects.

Requisites

Prerequisites:

COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

Contact Information

Instructor: Patrick Hadley, Ph.D.

Email: phadley@westga.edu

Google Voice Phone/Text: (404) 919-7349

Instructor: Dr. Patrick Hadley

Email: phadley@westga.edu

Office: (100% online)

Phone: (404) 919-7349 (Google Voice/Text)

Office Hours

Monday, Wednesday, Friday: 10:00 AM - noon; Tuesday, Thursday: 2:00 pm - 4:00 pm

(All office hours are online)

Meeting Times

No mandatory meetings (class is 100% online). Optional virtual meetings will be made available, as needed.

Materials

The textbook listed below is required for students to successfully complete exams, quizzes, and written assignments in this course. Make sure to order the book by the first day of class so you can receive the print version during the first week of class. You should receive access to a digital version of the book on the first day of class so you can begin completing the first week's assignments.

Electronic Media: then, now and later

Author: Norman J. Medoff & Barbara K. Kaye

Publisher: Routledge (an imprint of Taylor & Francis Group)

Edition: 3rd

Outcomes

Mass Communications Program Learning Outcomes

- Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications. (*ACEJMC Student Learning Outcome #2*)

ACEJMC Professional Values and Competencies: As a unit that has earned accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

Values:

1. Freedom of Speech
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

Competencies:

1. Think Critically & Creatively
2. Research & Evaluate
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Statistics
6. Apply Technology

Evaluation

ASSIGNMENT	% of final grade
Orientation Quiz	6%
Chapter Review Quizzes (11 x 4%)	44%
Media Analysis Report	20%
Exam #1	18%
Exam #2	12%

GRADING SCALE

A	90 - 100%
B	80 - 89%

C	70 - 79%
D	60 - 69%
F	0 - 59%

Any percentage total at the end of the semester that is 0.5% or less from the next highest letter grade will be rounded up. For example, a final percentage total of 89.55% would round up to 90%, which corresponds to a letter grade of "A." However, a final percentage of 89.23%, for example, would NOT be rounded up. Take advantage of every opportunity to earn points during the semester.

Assignments

Course Structure and Description of Assignments

The schedule for this summer term is very compressed. We will cover the amount of content normally covered during a full semester in roughly 3 and 1/2 weeks. It is easy to fall behind if you do not read the weekly schedule closely to be clear about deadlines. It is unlikely that you will be able to finish several chapters of readings, along with assigned quizzes, exams, and/or your term paper in a few hours or an evening. Look over the [weekly schedule](https://docs.google.com/document/d/11y3rEFQBpQXgMTm_2ncUwMpZOVF0VGhq13Mmvdw1QC4/edit?usp=sharing) (https://docs.google.com/document/d/11y3rEFQBpQXgMTm_2ncUwMpZOVF0VGhq13Mmvdw1QC4/edit?usp=sharing) closely and add the deadlines to your personal schedule on the first day of class.

Orientation Quiz (6% of total grade): This important orientation quiz covers the details in this syllabus and those in the [weekly schedule](https://docs.google.com/document/d/11y3rEFQBpQXgMTm_2ncUwMpZOVF0VGhq13Mmvdw1QC4/edit?usp=sharing) (https://docs.google.com/document/d/11y3rEFQBpQXgMTm_2ncUwMpZOVF0VGhq13Mmvdw1QC4/edit?usp=sharing). The goal is for all students in the class to closely examine and take responsibility for this information. You have **unlimited attempts** available to complete this quiz, and only your highest grade will count.

Chapter Review Quizzes (44% of total grade): These quizzes will consist of only multiple-choice and true-false questions and are designed to help you engage with the content and assess your retention and understanding of what you have read in the chapter.

- There are three separate deadlines for completing the three sets of chapter quizzes. These deadlines are not always on the same day of the week. Read the weekly schedule closely to make sure you do not lose points for failing to submit an assigned set of quizzes by the deadline on the schedule.
- Each quiz is 30 minutes long and consists of 15 random questions from the chapter.
- You have **THREE attempts** available on each quiz, and only your highest grade will count.
- My assumption is that everyone will earn 100% on each quiz, given the opportunity to take three attempts. I encourage you to take full advantage of this opportunity.

Exams (30% of total grade): There will be no multiple-choice or true-false questions on these exams. Instead, they will consist of short-answer questions requiring you to demonstrate a deeper understanding of the content in the readings than is necessary on the quizzes. Before the first exam, I will provide you with a few sample questions and answers so you understand the format and depth of answers required.

Media Analysis Report (20% of total grade): At the end of the third week of classes, you will submit a written report based on your online research into the impact of the coronavirus/COVID-19 on one of the electronic media industries that we will cover during this term. This written assignment will require you to conduct in-depth online research into a particular industry, review and summarize content from at least 10 online sources, and to provide links to video sources and images to help highlight the content in your report. Please review the [assignment guidelines](https://docs.google.com/document/d/1DxXAaNy7JqnPjngw7hFqjUQdiQ3irsGnrQ6_ph0in9E/edit?usp=sharing) (https://docs.google.com/document/d/1DxXAaNy7JqnPjngw7hFqjUQdiQ3irsGnrQ6_ph0in9E/edit?usp=sharing) in detail at the start of the semester so you can get an early start on the assignment.

Give yourself time to write and proofread closely. Trying to complete this assignment at the last minute can lead to cutting and pasting content from others without attribution. Keep in mind that evidence of plagiarism can result in a zero for the assignment, a failing grade for the course, and a violation of the Student Honor Code. If in doubt about the definition of plagiarism, contact the University Writing Center as soon as possible for support.

As stated above, this course covers a lot of content in a relatively short period of time. Let me know immediately if you have questions about assignments, deadlines, or any other issues in the class.

Schedule

This is the link to the [Weekly Schedule](https://docs.google.com/document/d/11y3rEFQBpQXgMTm_2ncUwMpZOVF0VGhq13Mmvdw1QC4/edit?usp=sharing) (https://docs.google.com/document/d/11y3rEFQBpQXgMTm_2ncUwMpZOVF0VGhq13Mmvdw1QC4/edit?usp=sharing) for this course, which contains deadlines for readings, quizzes, exams, and the Media Analysis Report. Access this schedule on the first day of class to complete the Orientation Quiz successfully and to coordinate assignment deadlines with your personal schedule.

* Course Policies and Resources

Late Work Policy

All chapter quizzes will be available at least five days before the deadline listed in the Weekly Schedule. The [guidelines](https://docs.google.com/document/d/1DxXAaNy7JqnPjngw7hFqjUQdiQ3irsGnrQ6_phQin9E/edit?usp=sharing) (https://docs.google.com/document/d/1DxXAaNy7JqnPjngw7hFqjUQdiQ3irsGnrQ6_phQin9E/edit?usp=sharing) for the Media Analysis Paper are available during the first week of the semester. The exams will be available in CourseDen on the "Open" date listed in the Weekly Schedule. There will be NO acceptance of unexcused late work. Extensions will only be considered with documentation demonstrating an extended, unexpected medical or related crisis outside your control making you unable to engage in academic work over the week before the assignment was due.

In short, it is in your best interest to get an early start on the assignments for each week to avoid last-minute scheduling disruptions. Failure to purchase or rent the book is not an excuse for failing to complete assignments in the class.

If you have an emergency, please let me know immediately using my Google Voice number: 404-919-7349.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services](https://www.westga.edu/student-services/counseling/accessibility-services.php) (<https://www.westga.edu/student-services/counseling/accessibility-services.php>).

Center for Academic Success: The [Center for Academic Success](http://www.westga.edu/cas/) (<http://www.westga.edu/cas/>) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center](https://www.westga.edu/writing/) (<https://www.westga.edu/writing/>) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online](https://uwgonline.westga.edu/) (<https://uwgonline.westga.edu/>) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide](http://uwgonline.westga.edu/online-student-guide.php) (<http://uwgonline.westga.edu/online-student-guide.php>).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGCares](#).