COMM 3350-01: Telecommunication and Electronic Media Industries
Monday, Wednesday 12:30 pm – 1:50 pm
Anthropology Room 2
Fall Semester 2013

GENERAL INFORMATION
Instructor: Patrick D. Hadley, Ph.D.
Office: Humanities 144
Physical Office Hours: Mondays & Wednesdays, 2:00 pm – 3:00 pm; 5:00 – 7:00 pm;
Fridays 11:00 am- 3:00 pm (or by appointment)
Google Voice: 404-919-7349
Telephone: (678) 839-4931
E-mail: phadley@westga.edu (for use only if CourseDen email is unavailable)
CourseDen: https://westga2.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.

TEXT & ADDITIONAL MATERIALS/READINGS

2. Additional readings from selected textbooks, newspapers, magazines, and Web sites may be assigned throughout the semester.

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

ABOUT THE COURSE
COMM 3350 is a continuation of COMM 1154-Introduction to Mass Communication and examines contemporary industry and social issues facing telecommunication and electronic media (TEM). Particular attention will be given to the analysis of structure and process, revenue sources, programming and services, audience research, and effects.

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.

You are expected to analyze and respond to issues through discussions, research, and writings. Assigned readings should be completed prior to class. Informed participation in class discussions is expected. Lectures will expound on central concepts in readings, often introducing information from sources other than assigned text(s). You are responsible for learning all material presented in class and assigned text(s). It is also your responsibility to meet with the instructor to discuss lecture and reading material that is unclear to you.

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 Blog Post – 20 points
- Social Media Report (blog post with hyperlinks and embedded video) – 50 points
- Attendance/Participation - 30 points

Total - 400 points

Grading Scale:
Points needed to receive grade
A=360 - 400
B=320 - 359
C=280 - 319
D=240 - 279
F=239 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 and 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 359.5 will be rounded up to 360, which is a letter grade of “A”. In contrast, a semester point total of 359.25 will not be rounded up, so it would result in a letter grade of “B.” Take advantage of every point available during the semester.

ATTENDANCE
Here is the general policy for the course. Please be on time. I’ll take attendance every day. If you miss more than thirty (30) minutes of a class session or are not present, I will consider you “absent.” If you arrive to class late, but within the first 30 minutes, it is your responsibility to see me at the end of class to make certain that I marked you as present.

You have three (3) absences that do not require an excuse, so use them judiciously and sparingly (e.g., car trouble, minor illness, job interview, etc.). Six points will be deducted for each unexcused absence in excess of three. (For example, you will lose 18 attendance points if you miss 6 total classes for the
semester). You may not use your personal day on test days. An unexcused absence from a test will result in zero credit on the missed test.

Note: It is YOUR RESPONSIBILITY to be aware of your attendance. You should see me at any point during the semester if you have any questions whatsoever about this policy or your attendance—the sooner the better.

**Excused absences:** Absences may be excused when due to unavoidable situations substantiated with documentation. Acceptable situations include a serious incapacitating illness or a death in your family, among others. Requests for excused absences will not be considered unless made in writing prior to the absence in question unless there are extreme circumstances that did not allow for a prior request.

**CourseDen:** You will be responsible for checking the COMM 3350 CourseDen site on a regular basis for class announcements, assignments, and discussion topics. It is preferred 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.

**TESTS**

There will be three (3) tests based on lectures, class discussions, assigned readings, and listening/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.

You are expected to be on time for each test. **No one will be allowed to begin a test after one student in the class has completed the test and left the room unless you are late due to an unavoidable situation substantiated with documentation.** No one is allowed to leave the room for any reason during a test unless he or she becomes too ill to complete the test. Therefore, all needs (water, restroom, etc.) should be taken care of before entering the test room.

Early and make-up tests are administered ONLY in cases of absence due to unavoidable situations substantiated with documentation. Requests for early tests must be made at least one week prior to the test, and requests for make-up tests must be made within two hours of the test. Contact the instructor via CourseDen AND via UWG e-mail 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.

**Test Materials:** You are responsible for bringing two No. 2 pencils and a scantron to class on test days. Purchase three pink (3 ¾ x 8 ½) scantron forms No. 229629 at the University Bookstore.

**WRITING ASSIGNMENTS**

You will have three writing assignments this semester. The first assignment is worth up to **20 points**; the second is worth up to **50 points**:

1. **Introductory Blog Post (20 points):** You will do all of the following:
   a. Create a new blog on Blogger.com (even if you already have an existing blog).
   b. **Paragraph #1:** Introduce yourself to the class (e.g., first name only is OK, major, career interest, hometown, hobbies).
   c. **Paragraph #2:** Give a 1-paragraph overview of a TV program, media company, celebrity, or issue that you feel strongly about -- positively or negatively -- in telecommunication and electronic media, and explain why.
   d. Insert a hyperlink to a website controlled by, or an article that describes, your program/topic/company/celebrity
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e. Embed a video in your blog post that refers to this program/topic/company/celebrity

f. Copy and paste the URL (i.e., web address) to your blog into the CourseDen Discussion Area titled “Student Introductory Blogs”

Deadline for this assignment: Friday, September 13, 2013 by 11:59 pm. A demonstration video will be posted on CourseDen to assist in completing this assignment.

2. Social Media Report (50 total points): You will select or develop a research question related to 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 blog with hyperlinks and embedded video. Further details will be provided later in the semester.


UNIVERSITY OF WEST GEORGIA 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.

If you are aware of violations of the honor code taking place, please contact me or Dr. Camilla Gant, chair of the Department of Mass Communications, and proper action will be taken.

AMERICANS WITH DISABILITIES ACT
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.

Additional information about university policies related to classes is available at the following URL: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

BEHAVIOR IN THE CLASSROOM
You do not need me to tell you how to behave in a classroom environment. However, I want you to know what I expect from you in order to avoid embarrassing situations.

1. I will encourage class discussion. Feel free to speak your mind during class, no matter how outrageous your comments may be. I expect, however, that you show respect to your classmates. If you disagree with their point of view, please express that disagreement in a way that is not offensive.
2. Turn off all cell phone ringers and pagers. If a phone rings, I reserve the right to answer the phone or ask you to leave class.

CLASS SCHEDULE
This schedule is subject to change in order to accommodate guest speakers, special activities and to maintain some flexibility in the learning process. Updates to this printed syllabus will be posted on CourseDen. You are responsible for all material assigned.

Week 1
Aug 26-Syllabus Review/Introduction
Aug 28-Ch. 1 – History of Broadcast Media (in-class video: Empire of the Air)

Week 2
Sept 2- Ch. 1- MLK Holiday – No Class
Sept 4- History of Broadcast Media (video: Empire of the Air)

Week 3
Sept 9 - Ch. 2-History of Cable, Home Video, and the Internet
Sept 11 - Ch. 3 – Audio and Video Technology

**Deadline for (a) Introductory Blog Post and (b) blog URL posted in CourseDen Discussion Area by Friday, September 13, 2013 by 11:59 pm**

Week 4
Sept 16- Ch. 3- Audio and Video Technology
Sept 18- Ch. 4-Radio Today

Week 5
Sept 23- Ch. 8-Radio Programming
Sept 25- Ch. 8 – Radio Programming/Exam Preview Activity

Week 6
Sept 30- Exam #1 (Material from Chapters 1, 2, 3, 4, 8 and supplemental materials)
Oct 2- Ch. 5-Broadcast and Cable/Satellite TV Today/Exam #1 Review

Week 7
Oct 7- Ch. 9-TV Programming
Oct 9-Ch. 9-TV Programming

**Week 8**
Oct 14- Ch. 7-The Business of Broadcasting, Cable, and New Media
Oct 16- Ch. 7-The Business of Broadcasting, Cable, and New Media

**Week 9**
Oct 21- Ch. 12-Ratings and Audience Feedback
Oct 23-Ch. 12-Ratings and Audience Feedback/Exam Preview Activity

**Week 10**
Oct 28-Exam #2 (Material from Chapters 5, 9, 7, 12 and supplemental materials)
Oct 30- Exam #2 Review/Discussion of Social Media Report topics

**Week 11**
Nov 4- Ch.6- The Internet, Web Audio, and Web Video
Nov 6- Ch. 6 -The Internet, Web Audio, and Web Video

**Week 12**
Nov 11- Ch. 10-Rules and Regulations
Nov 13- Ch. 10-Rules and Regulations

**Week 13**
Nov 18- Ch. 11-Self-Regulation and Ethics
Nov 20- Ch. 13-Effects Theory and Research

**Wednesday, Nov. 20, 2012- 2013 - Deadline for posting Social Media Report on your blog by 11:59 pm**

**Week 14**
Nov 25- **Thanksgiving Recess – No Class**
Nov 27- **Thanksgiving Recess – No Class**

**Week 15**
Dec 2- Ch. 13-Effects Theory and Research
Dec 4. **Exam #3 (Material from Chapters 6, 10, 11, 13 and supplemental materials)**

**Week 16**
Dec. 11-Final Exam Time Slot: Presentations of Social Media Reports (11:00 am – 1:30 pm)

[END OF SYLLABUS]