

Telecom & Electr Media Industr

COMM-3350

Spring 2021 Section 01 3 Credits 01/09/2021 to 05/11/2021 Modified 01/05/2021

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

Kyle Lorenzano

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Office: Humanities 149

Phone: 678-839-4933

Office Hours

PHYSICAL OFFICE HOURS: By appointment only (virtual office hours strongly encouraged)

VIRTUAL OFFICE HOURS (GOOGLE HANGOUT[1]): Mon/Wed, Noon – 2:00 p.m., Tue/Thu, 9:00 – 11:00 a.m., 1:00 – 2:00 p.m.

[1] To start a Google Hangouts conversation, sign in to your UWG Gmail account, visit hangouts.google.com, click 'New Conversation' near the top of the page, enter my UWG email (klorenza@westga.edu), and send an invitation to start the call. I will be available to talk via Google Hangouts during the virtual office hours dates/times listed above.

Meeting Times

Hybrid

Tuesday/Thursday, 11:00 AM - 12:15 PM

Humanities 134

A Note on Instruction and Face-to-Face Class Format for COMM 3350

Given the ongoing COVID-19 situation and the hybrid format of this course, I have decided to adopt the 'Split Roster' model for our face-to-face classes this semester.

So, what does this mean specifically for our class? See below.

- **Most lecture material this semester will be delivered online via video lectures that I'll post each Sunday this semester, unless otherwise specified in our course schedule.**
 - **Note:** You should watch these video lectures *before* attending class that given week, in addition to assigned readings

from the textbook as shown in the course schedule.

- Unless specified otherwise, students will be assigned to attend either our Tuesday OR Thursday class period this semester – STUDENTS SHOULD NOT ATTEND BOTH CLASS PERIODS OR ANY OTHER CLASS PERIOD OTHER THAN THE ONE THEY HAVE BEEN ASSIGNED. As your instructor, I will be informing everyone which class period (Tue or Thu) they are assigned to attend before the start of the semester via CourseDen announcement and email. If for some reason you are unsure of which class period to attend by the start of Week 2, please contact your instructor via email ASAP.
- Because lecture content will mostly be delivered via video lectures on CourseDen, class periods will be dedicated to more experiential/activity/discussion-based learning, in addition to taking in-class quizzes and exams.
- As with all other in-person classes on campus this semester, we will follow all University System of Georgia guidelines on COVID-19 during our own in-person classes, including but not limited to:
 - Mandatory face coverings
 - Proper social distancing and staying 6+ feet apart whenever possible
 - Ensuring all class periods are operating at no more than 50% capacity

Materials

Electronic media: Then, now, and later

Author: Medoff & Kaye

Publisher: Taylor & Francis

Edition: 3rd Edition

Outcomes

Global media industries and platforms for distributing media content have undergone profound changes since the start of this decade, let alone the start of this century. Although many of these changes can be attributed to emerging digital media, traditional/legacy outlets still greatly inform today's media landscape. However, this relationship between so-called "old" and "new" media is not without historical precedent – older media rarely disappear entirely in the face of advancements in new media; the former often greatly influences the revenue models, structure, and use of the latter.

The aim of this course is to unpack the exact nature of this old/new media relationship and its impact(s) on society, with a particular emphasis on the history of technological innovations and the media as an economic enterprise. By the end of this course, students will have developed a more critical eye as media consumers themselves when thinking about the history, platforms, practitioners, content, and socio-cultural factors that make up the media as we know it today. In addition, the programmatic/management aspects of the media industry will be touched upon, such that students will have the foundation necessary to enroll in COMM 3355 by the end of the semester.

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 seeking 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](#).

✓ Evaluation

Criteria

EVALUATION (out of 1000 points total)

- Syllabus Quiz (50 points)
- Participation/Attendance (250 points)
- Exams (300 points)
- Annotated Bibliography (150 points)
- Electronic Media Analysis (250 points)

Breakdown

GRADING SCALE

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	69 – 60%
F	59% or below

☰ Assignments

Syllabus Quiz (5%)

To ensure students have read and comprehended important aspects of the syllabus, a quiz will be administered in class on the date specified in the course schedule. The quiz itself will be comprised of 20 multiple choice and true/false questions. To prepare for the quiz, it is *highly* recommended that you read this syllabus in its entirety.

Participation/Attendance (25%)

Students are expected to be attentive and active participants during class time. Therefore, participation/attendance during class will count towards your final grade. Attendance to class *alone* is not sufficient to receive these points for each class period. Therefore, the instructor reserves the right to deduct some or all of these points in the event students are inattentive, unprepared for class, more than 15 minutes late, or are otherwise not active members of class.

Because I do understand that life happens, students will be granted one excused absence for the semester that they can use for any reason. I will also grant excused absences in the case of university athletics commitments, illness, death in the family, or other emergency/extenuating circumstances, but only if I am informed in advance^[1] and provided with documented proof of the extenuating circumstances in question.

^[1] Or as close to advance as is possible in the case of a legitimate emergency.

Exams (30%)

During the semester, three closed-book exams will be administered in class on the dates listed within the course schedule. Each exam is non-cumulative and will cover material from lectures and assigned textbook chapters directly preceding the exam date. Study guides will be provided on CourseDen no later than one week before the exam date. Each exam will contain 33 questions and be comprised of multiple choice, true/false, and short answer questions.

Annotated Bibliography (15%)

In preparation for the final semester paper (i.e. the Electronic Media Analysis), students will be responsible for submitting an annotated bibliography made up of a minimum of 10 scholarly sources that will be utilized in their final papers, not counting any

of the chapters from the Medoff & Kaye textbook or other readings/material assigned throughout the semester. In short, you will be expected to list each a citation for each source in APA format, followed by a paragraph-length summary of the source *in your own words* and its relevance to your upcoming final paper. More detailed instructions on this assignment will be given at the appropriate time.

Electronic Media Analysis (25%)

As the final paper/project for the semester, students will be asked to write an 8 – 10-page (double-spaced) paper on a *single* medium discussed during the semester and provide an original argument using the 10 (or more) scholarly sources included in the annotated bibliography. Ideally, these papers will be an opportunity to demonstrate the kind of historical, economic, and/or societal knowledge concerning electronic media covered throughout the semester, as well as going beyond what was simply already covered in class. More details and a grading rubric for this paper will be provided closer to the due date listed in the course schedule.

Schedule

When	Topic	Notes
Jan. 12	Syllabus/Introductions	
Jan. 14	Syllabus/Introductions	
Jan. 19	Today's Media	- Read Ch. 1 - Watch Video Lecture - Syllabus Quiz (in-class)
Jan. 21	Today's Media	- Read Ch. 1 - Watch Video Lecture - Syllabus Quiz (in-class)
Jan. 26	Brief History of Media Industries	- Read Ch. 2 - Watch Video Lecture - Class Discussion/Activity
Jan. 28	Brief History of Media Industries	- Read Ch. 2 - Watch Video Lecture - Class Discussion/Activity
Feb. 2	History of Television	- Read Ch. 3 - Watch Video Lecture - Class Activity
Feb. 4	History of Television	- Read Ch. 3 - Watch Video Lecture - Class Activity
Feb. 9	TV/Radio Programming	- Read Ch. 4 - Watch Video Lecture - Exam 1 (in class)
Feb. 11	TV/Radio Programming	- Read Ch. 4 - Watch Video Lecture - Exam 1 (in class)
Feb. 16	the Internet	- Read Ch. 5 - Watch Video Lecture - YouTube Activity

When	Topic	Notes
Feb. 18	the Internet	- Read Ch. 5 - Watch Video Lecture - YouTube Activity
Feb. 23	Digital Devices	- Read Ch. 6 - Watch Video Lecture - Annotated Bib Explanation
Feb. 25	Digital Devices	- Read Ch. 6 - Watch Video Lecture - Annotated Bib Explanation
Mar. 2	Advertising	- Read Ch. 7 - Watch Video Lecture - APA Demo/Activity
Mar. 4	Advertising	- Read Ch. 7 - Watch Video Lecture - APA Demo/Activity
Mar. 9	Public Relations	- Watch Video Lecture - PR Activity
Mar. 11	Public Relations	- Watch Video Lecture - PR Activity
Mar. 16	SPRING BREAK (NO CLASS)	SPRING BREAK (NO CLASS)
Mar. 18	SPRING BREAK (NO CLASS)	SPRING BREAK (NO CLASS)
Mar. 23	Audience Measurement	- Read Ch. 8 - Watch Video Lecture - Exam 2 (in class)
Mar. 25	Audience Measurement	- Read Ch. 8 - Watch Video Lecture - Exam 2 (in class)
Mar. 30	Social Media	- Read Ch. 9 - Watch Video Lecture
Apr. 1	Social Media	- Read Ch. 9 - Watch Video Lecture - Annotated Bibliography due to CourseDen by 11:59 p.m.
Apr. 6	Media Ownership	- Read Ch. 10 - Watch Video Lecture - Ownership Chain Activity - Electronic Media Analysis Explanation
Apr. 8	Media Ownership	- Read Ch. 10 - Watch Video Lecture - Ownership Chain Activity - Electronic Media Analysis Explanation
Apr. 13	Media Operations	- Read Ch. 11 - Watch Video Lecture - Class Discussion/Activity

When	Topic	Notes
Apr. 15	Media Operations	- Read Ch. 11 - Watch Video Lecture - Class Discussion/Activity
Apr. 20	History of Film	- Watch Video Lecture - Exam 3 (in class)
Apr. 22	History of Film	- Watch Video Lecture - Exam 3 (in class)
Apr. 27	'The Movies' & Business of Film	- Read Ch. 12 - Watch Video Lecture - Electronic Media Analysis Workshop (in class)
Apr. 29	'The Movies' & Business of Film	- Read Ch. 12 - Watch Video Lecture - Electronic Media Analysis Workshop (in class)
May 6	ELECTRONIC MEDIA ANALYSIS DUE	ELECTRONIC MEDIA ANALYSIS DUE TO COURSE DEN BY 11:59 P.M.

* Course Policies and Resources

Late Work

Any assignment submitted late will receive a 10% late deduction per day late. Under this late deduction system, by default, any assignments submitted more than 10 days late will receive an automatic zero. Outside of documented emergencies like a serious illness, death in the family, etc., I will adhere to the policy outlined here. If you have special circumstances, please contact me as soon as you are able to.

Academic Misconduct

As per university and department policy, all forms of plagiarism, cheating, and academic misconduct are not tolerated. Depending on the severity of the violation, instances of academic misconduct may be dealt with at a departmental and/or university level. At minimum, the first violation of academic honesty/integrity in this class will result in an automatic zero on the assignment(s) in question and a full letter grade deduction at the end of the semester. Additional violations beyond this first case will result in additional penalties depending on the severity of the violation, up to and including automatic failure in the course. For more information about grounds for academic misconduct violations and academic integrity, please consult the [Student Handbook and Code of Conduct](#).

Submission of Assignments/Grades

All assignments or exams must be completed and submitted on the day they are due according to the course schedule and assignment description. Please note that I will try to give you feedback as quickly as possible, but I too can get busy as the semester progresses.

All grades will be posted via CourseDen. I am legally prohibited from discussing specific assignment grades or students' final overall grades in any course, so specific grade inquires must be addressed one-on-one during in-person or virtual office hours.

📍 College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department 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 Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog \(https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

<p style="text-align: center;">6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p style="text-align: center;">(click to view image)</p>	<ol style="list-style-type: none">1. Freedom of Speech & Press2. History3. Diversity4. Global Impact5. Theory6. Ethics7. Think Critically & Creatively8. Research & Evaluate9. Write Effectively10. Self-Evaluate11. Apply Numbers & Statistics12. Apply Technology
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Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are

agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

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](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where

six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items
