

**RTV 451: Broadcasting Seminar
Spring 2013**

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PAC 101

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Office hours: Tuesday and Thursday, 2-5, and any other time I'm in the office, which is most of the time.

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COURSE INFORMATION

Textbook: None

Course description: "A course designed to acquaint the student with current problems, issues and practices in the area of commercial broadcasting." (*University Catalog*)

Student learning outcomes:

1. Students will learn the issues currently facing the broadcasting/electronic communications industry.
2. Students will improve their ability to make presentations in a small-group setting.
3. Students will improve their research and writing skills.

COURSE REQUIREMENTS

Behavior: "All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment."
(*Students' Guide Handbook, Policies and Procedures*)

Grading components

Tests (combined)	50%
Articles discussions	25%
Issues paper/discussion	25%

Tests: We will have two tests, tentatively scheduled for March 9 and May 4. They will consist of objective-answer (fill-in-the-blank or short-answer), true-false and multiple-choice questions, and possibly, essay questions. (This will be discussed in more detail prior to the tests.) Everything discussed in class is subject to appear on the tests.

We will see a number of videos, including some theatrical films, having to do with broadcasting. We may also have guests. Questions related to the videos, films and guests will be included on our tests.

Tests that are taken late without an excused absence are subject to a penalty of 10 points. For a test taken later than the next class period, the penalty will be 25 points. It is your responsibility to make arrangements with me if you miss a test.

Articles Discussions: All students will be responsible numerous times during the semester to find and present discussions on articles related to current issues in radio, television, and online communications. The articles may be from online sources, or from traditional print editions of newspapers and magazines.

Articles should come from reputable, well-established sources, such as *Broadcasting and Cable*, *Billboard*, the *New York Times*, the *Dallas Morning News*, etc. (If you're in doubt about whether a source is reputable and well-established, ask me.) I recommend using Google News as a search engine. Another good search engine is Access World News, which is available from the University's Gee Library website.

<http://www.tamu-commerce.edu/library/>

Look under "Finding Information" and "Find a Database (A-Z)" and go to Access World News. In most cases, you should click on the map of the U.S. to find your articles (this will limit your search to U.S. sources).

The "articles" may also take the form of videos, again from reputable sources.

Generally, articles discussions will take place on Thursdays. We will have specific topics for different periods of the semester. The topics may include these, among others:

- Commercial radio
- Television programming
- Cable TV
- Local TV news
- Online (Internet) communications
- Broadcast/online advertising
- New technology
- Regulation of broadcasting
- Social effect of broadcasting

Good articles generally will reveal information that is new and represents a major development for broadcasting or electronic media, and that will have a significant impact on the public and/or people who work in the industry.

You will be assigned dates in advance when you will be responsible for providing an article to discuss.

To receive an A for each assignment from the articles, here's what you must do:

- Be prepared to discuss the article on the assigned date.
- Provide a hard copy of the article to me and write a 100-word summary of the article to me in your own words (do not copy from the article).
- Provide a true-false or multiple-choice test question to me and all members of the class on the article. Give the correct answer to the question. **DO NOT PLACE THIS QUESTION ON LESS THAN ONE-HALF SHEET OF PAPER.**
- Please staple the article, your summary and your test question together in what you give to me.
- Avoid spelling and grammatical errors.

If you are unprepared for the oral and/or written part of your assignment on the date of this assignment, or not present without an excused absence, you will receive a grade of 0 (zero). There is no makeup for missed articles without an excused absence.

We will discuss these articles as a class.

Issues Discussion and Written Report: Students will be paired for classroom discussions on important issues in broadcasting and electronic communications. Each student will take one of the opposing sides of the issues, and present the argument for that side, lasting about 10 minutes. These will generally be scheduled on Tuesdays in the middle-to-later part of the semester.

This will involve doing research on the issue. You are not to base your presentation on your own opinion. You will prepare a minimum five-page, double-spaced (12-point type or smaller) report on the issue, with a minimum of ten sources. The sources should be footnoted within the paper, according to APA or MLA style (see below), showing all information that you have obtained from someone else's work (your sources).

You may use articles you have found for the Articles Discussions, but because you'll be finding articles on a number of different topics, it is highly unlikely that you can write a good issues paper using only or mainly articles you have already located for the Articles Discussions.

A research paper should contain your original writing, based on the information you obtain from your sources (again, see "Plagiarism" below). Most of this information should be paraphrased, which means you put it into your own words.

Direct quotes (passages taken word-for-word from the source, and, of course, placed in quotation marks) should be kept to a minimum and limited to not more than 40 words each. Direct quotes generally should be used to show the opinion or point-of-view of the source, not routine factual material.

Keep paragraphs relatively short, generally not more than three or four sentences.

To be clear: You are required to have a minimum of 10 sources. This means the information in your paper will come from at least 10 separate books, newspaper or magazine articles (it is OK if you find these online).

NOTE: I will allow you to use Internet sources, but they must come from reputable, well-established sources as described above under “Articles Discussions.”

You may find details on APA style at this Internet address: http://owl.english.purdue.edu/handouts/research/r_apa.html) and MLA style at this Internet address: http://owl.english.purdue.edu/handouts/research/r_mla.html). Or visit the Gee Library on campus for style information.

Also, the following site will take the vital information from the source (author, title, publisher, year, etc.) and create a proper ALA or MLA end note for you:

<http://www.citationmachine.net/>

You will be graded strictly on spelling, grammar, punctuation, and general writing quality; the content of the paper; and research quality and adherence to APA or MLA style. An “A” paper will be good in all of these areas.

The weight given to each aspect of the written report:

Spelling, grammar, punctuation, general quality of writing (including all of the standards mentioned above):	25%
Content (quality of the ideas expressed):	25%
Research quality and APA/MLA style:	50%

IMPORTANT: If you fail to include footnotes and end notes in proper APA or MLA style, or if you fail to submit a paper of a minimum five full pages and 10 separate sources, I will return the paper to you ungraded. FOR EXAMPLE, SUBMITTING A LIST OF WEB ADDRESSES AS YOUR “END NOTES” OR “WORKS CITED” IS NOT ACCEPTABLE. If the paper is not resubmitted within one week, the grade for the paper will be no better than 50.

In determining the score for the oral report, I consider your level of organization, enthusiasm and the clarity of your presentation. Be well-prepared and have a very good idea of what you’re going to say before you come before the class.

The weight given to each aspect of the assignment will be 75% for the paper, 25% for the oral presentation.

Papers that are submitted late without an excused absence are subject to a penalty of 10 points. For a paper submitted later than the next class period, the penalty will be 25 points. Also, you will not receive any credit for the oral discussion (25%) if you are not present to give it, and if you do not have an excused absence. It is your responsibility to make arrangements with me if you miss the date for your issues discussion and paper.

If you need help in writing your paper, I suggest you visit the University's Communication Skills Center, Room 103, Hall of Languages
(Internet: <http://www.tamu-commerce.edu/litlang/CSC/index.htm>)

You and another student will be assigned a topic from those listed below. One student will present the side in favor of the statement (agree) and the other will present the side in opposition (disagree):

- 1. The expenditure of about \$3 million for a 30-second Super Bowl ad is money well-spent.
- 2. Television advertising to children is very harmful to them.
- 3. Television advertising promotes excessive materialism in society.
- 4. Sex and violence on television have a serious negative effect on society.
- 5. Violent video games play a significant role in causing real violence.
- 6. Higher fines on television and radio broadcasters for indecency are a good thing.
- 7. Cable news networks, and the "24-hour news cycle," are good for the country and the world.
- 8. Federal funding should be ended for public television and radio.
- 9. New technology such as HD Radio and mobile apps will be the "savior" of traditional AM and FM radio.
- 10. Television programming, in the famous words of a former FCC commissioner, is "a vast wasteland."
- 11. The Fairness Doctrine – requiring that "both sides" of controversial topics be heard on broadcast television and radio programs – should be put back in effect for broadcasters.
- 12. Local television news does a good job of informing the public.

- 13. Because of TiVo and on-line viewing, the future of commercial television is in serious doubt.
- 14. The concentration of television and radio station ownership that has come about since the Telecommunications Act of 1996 is a good thing.
- 15. Television viewers will be eager to adopt the new technology of 3-D television.
- 16. The end of the nightly evening newscast on the “Big Three” networks is in sight.
- 17. Nielsen does a good job of measuring television viewing.

I may take other topics into consideration, but both students who are paired on a topic must agree on topics other than those listed.

COURSE AND UNIVERSITY PROCEDURES/POLICIES
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Plagiarism: *Any form of academic dishonesty is unacceptable.* Plagiarism of material is obviously included.

Academic dishonesty subjects you to possible dismissal from the class and referral to the department head or dean of students. At the least, such an assignment will receive a grade of F and will not be made up.

Definition of plagiarism: “A piece of writing that has been copied from someone else and is presented as being your own work.” This is as true of a sentence as it is of an entire paper.

Plagiarism includes taking verbatim sections from a book or article without attributing the material to the author. Also, “sharing” work with another student (presenting another student’s writing as your own) is plagiarism.

CONCERNING DIRECT QUOTES: In writing a paper, it is necessary to take what you learn from others’ writing and put it into your own words. Direct quotes (someone else’s exact words) should be used somewhat sparingly, and, of course, should be placed within quotation marks. Generally, direct quotes are used to show the opinion or point-of-view of the source. They are not used to convey routine factual information. Also, direct quotes should be limited to 40 words or less.

IT IS PLAGIARISM TO COPY EVEN A SENTENCE FROM SOMEONE ELSE’S WORK – MUCH LESS AN ENTIRE ARTICLE FROM THE INTERNET -- AND PRESENT IT AS YOUR WORK WITHOUT PROPER ATTRIBUTION AND FOOTNOTING.

Most of the time, it is remarkably easy for professors to spot plagiarism. You are much better off doing your own work, both from the standpoint of your grade and what you learn.

Attendance and Participation – A few words of philosophy here:

An “A” student is almost always present and on time for class. It is a vital part of the “A student” package.

*You should think of class attendance as you think of attendance at a job. I am in no way obligated to make concessions on my policies because of situations in your personal life (he kindly said). As they used to say on the late, lamented TV cartoon “Super Chicken:” **“You knew the job was dangerous when you took it.”** By choosing to seek a college degree, it should be understood you are choosing a difficult path for yourself. It’s not supposed to be easy. As of 2006, only 29 percent of U.S. adults held bachelor’s degrees or higher. By earning a college degree, you will become part of an elite group.*

The rules are the same for everyone. It’s unfair to students who attend class faithfully to receive the same credit as students who attend only when it’s convenient.

The only automatically excused absences are defined below in the University’s official attendance policy (items A-D). However, I understand you have complex lives and I will consider other work-related, or family-related excuses. It is helpful if you know that you will miss class to inform me of the reason in advance.

EXCUSES SHOULD BE SUBMITTED IN WRITTEN FORM, AND CONTAIN THE SIGNATURE, PHONE NUMBER AND/OR E-MAIL ADDRESS OF AN AUTHORITATIVE PERSON (PHYSICIAN, PARENT, EMPLOYER, ETC.)

EXCUSES MUST BE SUBMITTED ON THE DAY THAT YOU RETURN TO CLASS FOLLOWING AN ABSENCE. YOU MUST SUBMIT A COPY OF THE EXCUSE THAT I CAN KEEP FOR MY RECORDS.

Do not abuse this policy. Remember, apart from the defined excused absences below, I will use my discretion in granting an excused absence, which means I may not approve it.

NOTE: If an illness or other uncontrollable event causes you to miss more than one class in a row, this will be counted as one absence “event.” Be sure to promptly communicate with me in a case such as this. For such an absence of more than one class, I’ll require a note from a doctor or some other authoritative person (for example, a parent) with a telephone number and/or e-mail address by which the person can be contacted. You’re responsible for finding out about any assignments that may have been made. The assignment will be due the following class period after the date you return.

ANOTHER NOTE: Absences for official University activities (i.e., athletics, choir, etc.) will not count against you. Written advance notice of each event should be submitted to me.

IMPORTANT: STUDENTS WHO MISS MORE THAN SIX CLASSES MAY BE DROPPED FROM THE COURSE.

When your absences reach six, I will have a conference with you and/or direct you to meet with the Dean of the College of Arts and Sciences. Further unexcused absences will result in your being dropped from the class.

UNIVERSITY ATTENDANCE POLICY

13.99.99.R0.01 Class Attendance

1. Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.
2. Students are responsible for requesting makeup work when they are absent. They will be permitted to make up work for absences which are considered by the faculty member to be excusable. The method of making up work shall be determined by the faculty member.

The student is responsible for providing the faculty member reason(s) for his/her absence. The faculty member then determines the validity of the reason(s) for the absence and whether the student is to be excused for the absence. Faculty members may consider the following reasons for absence as excusable:

- a. Participation in a required/authorized university activity;
- b. Verified illness;
- c. Death in a student's immediate family;
- d. Obligation of student at legal proceedings in fulfilling responsibility as a citizen; and
- e. Others determined by individual faculty to be excusable (e.g. elective University activities, etc.).

Appeals can be made through normal administrative channels.

3. A record of excused and unexcused absences will be maintained by a faculty member for reference since certain financial assistance and other programs may require attendance records.

4. Students who have failed any part of the Texas Academic Skills Program (TASP) test are required by the State of Texas to attend remediation. The TASP required students who do not attend remediation courses or tutorial sessions will be withdrawn from the university.

5. When requested by the student, teachers will inform the student who has been absent whether makeup work is allowed and whether absences jeopardize the student's standing in a class.

It is the prerogative of the faculty to drop students from courses in which they have accrued excessive absences as defined in the course syllabus. In such cases, faculty recommend through the department head to the appropriate college dean that a student be dropped from a class. The faculty member will document absences and will make a reasonable effort to communicate with the student prior to recommending a drop. If approved, the college dean will forward the recommendation to the Records Office.

6. Students who wish to drop a course or withdraw from the university are responsible for initiating this action.

7. If a student believes the final grade is unfairly impacted by attendance requirements, an appeal can be made. This appeal process is explained in "Student's Appeal of Instructor's Evaluation" (Procedure A13.06).

Changes to syllabus: I maintain the right to make changes as needed, in my judgment, from the stated plans contained in the syllabus for this class. Such changes will be announced to the class.

University statement: Students requesting accommodations for disabilities must go through the Academic Support Committee. For more information, please contact the director of Disability Resources and Services, Halladay Student Services Bldg., Room 303-D. Telephone, (903) 886-5835.

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MASS MEDIA, COMMUNICATION AND THEATRE

Document of receipt and understanding

I have received and read the syllabus for RTV 451.

By my signature, I acknowledge that I fully understand the requirements of the class and will abide by the rules and guidelines contained in the syllabus.

PRINT YOUR NAME LEGIBLY _____

Signed _____ Date _____

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