



RTV 215 Media Performance, Spring 2014

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COURSE INFORMATION

Required Text: *The Performer in Mass Media : Connecting with Television and Online Audiences* Second Edition, Hawes & Olson, ISBN 978-1-890871-99-4 (eBook linked on course web site)

Supplemental text: (online): http://www.cybercollege.com/tpv_ind.htm

Reading modules will be listed on course outline, available online at www.tonydemars.com

Course Description: A study of the principles of radio-TV speaking, including the preparation of commercials, news, and program continuity. An introduction to theory and practices in the broadcasting industry from the studio and production point of view.

Student Learning Outcomes—the course is designed:

- To provide an understanding of the terms, concepts and skills of media performance
- To provide an understanding of historical developments, current activities and future possibilities in talent positions in traditional and digital media
- To acquaint the student with related techniques used in audio and video production for the broadcasting industry--in such areas as on-air talent, spot production, news production and voice work applied to non-broadcast situations
- To help the student understand various methods and principles of broadcasting and related industries, including 'new media' applications.

COURSE REQUIREMENTS

Exams: There will two major exams during the semester, a mid-term and a final exam. Be sure you keep notes and accumulate knowledge of what we cover in order to be prepared for exams. There will also be minor exams over short sections of material covered. No make-up exams will be given except in a dire emergency and then only if the instructor is contacted in advance. Documentation verifying the cause of the absence would be required; make-up format would include essay and listing. No make up is possible for the Final. Test dates are listed on the outline; plan accordingly. Daily work and Quizzes over assigned reading may be announced or unannounced. You are expected to have read assigned chapters before the day they are to be discussed in class--see outline. **You must have your own textbook and bring it with you to class every day.** If in-class work is assigned using your book, you will receive a zero for the work if you do not have your own text. Missed quizzes or daily work may not be made up regardless of reason.

Regarding Quizzes: These will cover assigned reading, class lectures, and other assigned material. Review materials are available on the course web site.

Scantrons and pencils: Students must provide Scantron sheets and pencils for Tests and Quizzes.

COURSE GRADING:

Grade evaluation:

Mid Term Exam.....	100
Final Exam.....(written and performance).....	200
Chapter Exams.....(25 points each, lowest dropped).....	100
Performance Projects.....(50 points each).....	400

(A participation component is included in each project grade)

GRADE REQUIREMENTS: Points required for:

"A"— 720 + "B"— 640-719 "C"— 560-639 "D"— 480-559

Practicum is required to be enrolled in this class. If you are not enrolled in and receive a grade for an RTV Practicum course at the end of the semester, your course grade for RTV 215 will be an 'F.'

COMMUNICATION AND SUPPORT

Faculty / Student Commitment:

- To accomplish the course objectives, the instructor will be in class on time, and prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.
- If at any time you are doing your part to do well in this course, but are having difficulty, please arrange a time and speak with me in my office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or e-mail.
- The keys to success in this class: Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance: See www.time.gov for the correct time—the time that shows on your watch or cell phone may not be accurate. Students arriving late are marked absent. Class begins at the scheduled starting time. Arriving late or leaving at any time, even if you return, will result in being marked absent. There are no excused or unexcused absences. Points related to attendance are based on missing in-class work as noted above, plus deductions of 10 points each time from your attendance grade starting with the 5th late / absence. Excuse reports are not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should

discuss this with the instructor in advance. Note: Very occasionally, an emergency break might be needed. If this occurs, feel free to leave without penalty, and simply remind me to mark it at the end of that class. If you do not remind me that day, it would remain marked as an absence. You should expect to have no more than one of these per semester. The participation component of the Reports & Attendance grade is the instructor's subjective assessment of each student's involvement and contribution during class times--affected by but not limited to such issues as violating stated course policies, any inappropriate talking during class, disrupting class, late arrivals, and not taking notes during lectures, and quality of reports as described above. Children or other guests are not allowed in classes.

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

UNIVERSITY ATTENDANCE POLICY

13.99.99.R0.01 Class Attendance – “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.” Students are responsible for reviewing remaining university attendance policy elements.

Academic Honesty: If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student’s Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else’s work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including www.turnitin.com for each submission. Using a report you did not create or having someone else do any of your work violates Academic Honesty guidelines.

Classroom Policies: Students are expected to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline. **IMPORTANT NOTE: Turn off** cell phones before entering the classroom. You may not use any electronic device in the classroom without specific permission from the instructor through a signed form completed during office hours. Any electronic device (computer, PDA, cell phone, iPod, iPad, etc.) brought to class must be turned off and stored off your desktop during class. If you are found texting, browsing the Internet, Facebooking, etc. **you will be asked to leave the classroom at that time and will no longer be able to participate in the class.**

Students are expected to arrive to class on time and stay the entire class session.

Deadlines: Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always at the beginning of class in which anything is due. Work submitted incomplete will be marked as not submitted.

Behavior: “Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.” -- Texas A&M University System Student Rights and Obligations

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05
Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty

Anyone who persists in disruptive behavior will be permanently removed from class.

A few other words and restatements on classroom behavior:

- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class.
- Take notes. You won’t accomplish much by just being here to warm the chair.
- **No food or drinks in production rooms or the TV studio.**
- Read chapters in advance. Be prepared to talk about them.

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 posted on the course outline and/or announced to the class.

ACCOMMODATIONS FOR DISABILITIES: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: Office of Student Disability Resources and Services, Texas A&M University-Commerce, Gee Library Room 132. Phone (903) 886-5150 or (903) 886-5835. Email: StudentDisabilityServices@tamuc.edu

EARLY INTERVENTION FOR FIRST YEAR STUDENTS: Early intervention for freshmen is designed to communicate the University’s interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

COURSE OUTLINE / CALENDAR

The Course Outline is listed on the course web site, found at:
<http://www.tonydemars.com> or <http://faculty.tamu-commerce.edu/tdemars/>

NOTE: You should check this site weekly. It will contain study reviews, information on reading, links to online reading and other material available to support your work in this class.