COURSE INFORMATION

Text: (free online text) Elements of Mass Communication, Ron Whittaker
http://www.cybercollege.com/frtv/frtv_ind.htm -- specific reading links are on the course outline

Course Description: Provide the student with information on the origin, operation, organization, history and philosophy of broadcasting in the United States and the world.

Student Learning Outcomes: Students will be knowledgeable about the history and foundations of U.S. broadcasting and other electronic media. As consumers of television, radio and the Internet, students will learn how these forms of communications affect their daily lives. Radio-TV majors will be better able to make choices in the career field and non-majors should better appreciate functions of radio and television.

COURSE REQUIREMENTS

Tests: Tests will cover all readings, material presented in class, including chapter discussions, instructor lectures, guest speakers, videos, and anything else that is part of the class content. Each regular test will be comprised of about 50 questions. Final Exam will be 50-75 questions. We may use a Scantron 882-E form (available at the bookstores) to take the test OR the test may be taken electronically – be sure you know in advance to bring the correct materials. TEST DATES ARE LISTED ON THE COURSE OUTLINE. You may not make up a missed test unless you have made prior arrangements with the professor. Regular exams are primarily short answer, multiple choice and True-False. Make-up exams are primarily fill in the blank.

CHEATING ON TESTS (OR ANY OTHER CLASS ASSIGNMENT) WILL NOT BE TOLERATED. IF IT IS DETERMINED THAT YOU ARE CHEATING, YOU WILL FAIL THE COURSE AND BE REPORTED TO THE UNIVERSITY FOR DISCIPLINARY ACTION.

Project:

Each student will prepare and present a report in class on a particular person or event important in the history of broadcasting.

The report will include these items:

- An oral presentation in class. You should be knowledgeable and well-prepared on the day you do your presentation.
- A PowerPoint presentation. Another brand of visual software may be used, but some sort of visual presentation capable of being shown with the overhead projector should be prepared. A good visual presentation will include photos and/or other artwork relevant to the topic, and will be free of
spelling and grammatical errors. If you are not familiar with PowerPoint and other visual-presentation software, you can get help at the A&M Commerce Writing Center in Room 103 of the Hall of Languages.

Writing Center web address:
http://www.tamuc.edu/academics/colleges/humanitiesSocialSciencesArts/departments/literatureLanguages/writingCenter/default.aspx

- A “References” list containing at least 5 sources. Sources should be from books, magazine or newspaper articles--NOT URL sources. Wikipedia is not an acceptable source. The list must be in proper APA 6th edition style.

A few examples of proper citations:

Book:


Newspaper Article:


A link to a page on APA style:  http://owl.english.purdue.edu/handouts/research/r_apa.html

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/

- Projects receiving an “A” will include one or two good video clips related to the topic via YouTube or some other source. (However, including video clips does not insure an A.) Select clips that run two minutes or less, or use only the “best” part of a longer clip.

- You must provide three multiple choice questions on your topic to be distributed to the class. None may have All of the Above as a choice. Make enough copies for the entire class and for me. Do not make copies on less than a half-sheet of paper. These questions may be used on the next test. Include the correct answer with each test question.

The in-class presentation should last 9-10 minutes. You will probably find that 10 minutes goes by faster than you think it will. Plan and practice. Your PowerPoint is due by 10 pm two days before the first scheduled presentation day.

Possible subjects/topics are listed on the online course outline. You must reserve the topic you want to do by using a linked sign-up system found on the course outline.
Plagiarized work will cause failure of the course. I will consider other topics but I must approve them in advance. All topics should be about history and operations in electronic media.

Project evaluation

Instructor’s Grading standard:

A (95) -- EXCEPTIONAL; on-time, meets all described standards.
B (85) – on-time, not more than one variance from the described standards.
C (75) -- on-time, two or three variances from the described standards.
D (65) -- meets time and content requirements but shows little understanding and/or
  Insight into the subject matter presented.

A “D” will be given to any project that does not include three properly-done test questions, or does not have the references list done as stated above and in correct APA format.

An “F” will be given to any project that does not include a complete PowerPoint presentation and/or does not have a list of sources using correct APA style.

If the project is late and/or has more than three variances from the described standards, the highest possible grade will be 60. There will likely be no chance to make up a late or missed project.

Attendance: It is vital that you attend all scheduled meeting times. The only absence allowed without penalty will be an extreme circumstance beyond the student’s control. DO NOT BRING excuses—you are allowed one absence for one time when you are sick and/or otherwise cannot attend. Otherwise, if you arrive late to class or late from a mid-class break, ten points will be deducted from your course point total for each occurrence. An absence will cause 20 points to be deducted from your course point total for each of two and three, and four absences means you are subject to failure of or being dropped from the course, regardless of point total. Any day we have a quiz over assigned reading: each time you make less than 60, you lose 10 points from your Attendance / Participation grade. However, if you make no lower than 70 on all such quizzes and we do at least 10 of these, your minimum Attendance & Participation grade will be an 80. Read and sign the Syllabus and Technology Agreement Form. The deduction it notes is that you lose 50 points each time you violate the technology use guidelines of the class.

GRADING COMPONENTS:
Quizzes, Attendance & Participation……...200
Tests (3 x 100).................................300
Project .............................................100
Final Exam.........................................200
Points for A: 720+  Points for B: 640-719  Points for C: 560-639  Points for D: 520-559

There is never any guarantee that any late work will have any point value.

COMMUNICATION AND SUPPORT

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 may be permanently removed from class.

I’ll respect you. I expect the same in return from you.

A few other words on classroom behavior:

- Freshmen: High school is over. Time to behave like adults. This includes meeting deadlines.

- No chatting – I will dismiss those who chat.

- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class.

- Take notes. This will provide you with important test content not available elsewhere.

- I appreciate the challenge of those who have jobs, but the class requirements are the same for those who do and don’t have jobs and other outside responsibilities. You should expect a three hour college course to require up to two hours of work time outside class for every hour in class.

- Turn off cell phones and similar devices when you come into class. You may not use any electronic device during class time without specific written consent in advance. If found using a device, you will have a 50 point grade reduction to your course grade for each occurrence.

- You may bring drinks or food into class, but use good manners while eating or drinking, and remove all trash when you leave. No food or drink around any equipment or production area.

- Read chapters/modules in advance. Be prepared to talk about them when we meet.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Refer to A&M Commerce Rules and Procedures_13.99.99.R0.01 Class Attendance


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. Just as would be true of your employer, 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 2012, only 30 percent of U.S. adults held bachelor’s degrees or higher. By seeking a college degree, you are seeking to become part of an elite group. The rules are the same for everyone. It is unfair to students who attend class faithfully to receive the same credit as those who come only when it is convenient.

There is no guarantee of an excused absence. The guidelines for those are defined in the University’s official attendance policy. You should expect to email the instructor any time you will be missing a class. Then, hand me a written form THAT I CAN KEEP that explains the reason for the absence—do not initiate discussion about it at our class meeting time. This form, with your name on it, might include an official doctor’s note, a funeral program, a court document, etc. EXCUSE REQUESTS MUST BE SUBMITTED ON THE DAY THAT YOU RETURN TO CLASS FOLLOWING AN ABSENCE. Note that falsifying an absence report is academic dishonesty, which will cause failure of the course and reporting for possible university disciplinary action.

Work of any kind due on the date you are absent is still due on that date, unless your absence qualifies as an approved emergency. It will be counted as late, and all late work will be penalized a minimum of 25 points.

Plagiarism: Any form of academic dishonesty is unacceptable.

Academic dishonesty subjects you to failure of the class and referral to the department head and/or other university officials for disciplinary action.

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.

IT IS PLAGIARISM TO COPY AN ENTIRE ARTICLE – OR ANY PART OF AN ARTICLE – FROM THE INTERNET AND PRESENT IT AS YOUR WORK. IT IS PLAGIARISM TO USE WORK CREATED FOR ANOTHER COURSE, EITHER BY YOU OR SOMEONE ELSE AS THE WORK IN THE CURRENT COURSE.

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

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. Suspected plagiarism may also be checked electronically via the Internet. It is as easy for the professor as it is for you to find the ‘how to cheat’ web sites, but also to access web tools for uncovering academic dishonesty. If you rob someone, expect to go to jail; if you cheat in college, expect the punishment to be equally uncomfortable.

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.

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
Student Behavior: 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

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

Available at www.tonydemars.com or faculty.tamuc.edu/tdemars/
MASS MEDIA, COMMUNICATION AND THEATRE ~ SUMMER I SEMESTER 2014

Name__________________________________ Phone #: ____________________________

Email:__________________________________ Class Level____________________

What career area are you planning for? ___________________________________________

I, ___________________________________ (PRINT YOUR NAME CLEARLY) UNDERSTAND
THAT FOR ANY OF DR. DEMARS’ CLASSES AT TEXAS A&M UNIVERSITY-COMMERCE, STUDENTS MAY
NOT USE ANY TECHNOLOGY IN CLASS EXCEPT WHEN SPECIFICALLY APPROVED IN WRITING.
THE CLASS(ES) TO WHICH THIS APPLIES TO ME FOR THIS SEMESTER IS / ARE:

___________________, ___________________, ___________________, ___________________

THE ONLY APPROVED TECHNOLOGY DURING CLASS TIME IS A DEVICE LIKE A LAPTOP COMPUTER OR
iPAD – USED ONLY FOR TAKING NOTES DURING CLASS, AND ONLY IF SITTING IN THE FRONT HALF
OF THE CLASSROOM WHILE BEING USED. THIS MEANS WI-FI MUST REMAIN OFF AND PHONES ARE
NOT TO BE CHECKED DURING CLASS. I ACKNOWLEDGE THAT DETAILS ABOUT THIS ARE FOUND IN
THE CLASS SYLLABUS.
I AGREE THAT I WILL ONLY USE SUCH A DEVICE ONLY FOR TAKING NOTES DURING CLASS, AND I
ALSO UNDERSTAND THAT THE SYLLABUS FOR THIS COURSE SAYS THAT IF I AM FOUND USING ANY
TECHNOLOGY DURING CLASS – SURFING THE INTERNET, FACEBOOKING, TEXTING, CHECKING A CELL
PHONE, ETC.—I AM SUBJECT TO A COURSE POINT REDUCTION FOR EACH OCCURRENCE.

Do you understand all policies set forth in the syllabus for the Summer I 2014 RTV Class? If you
do and you acknowledge that it is your responsibility to know and follow them, please sign below.
If you have any questions or concerns, please see your instructor by day two of the course.

__________________________________________  ____________________________
Signature                                           Date

Note: Complete this form and give it to your instructor during the first two days of classes.
This signed sheet is required. If your instructor does not have this sheet signed and in his files, a
failing grade will be given for the course.

www.tamuc.edu

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