

**RTV 480: Portfolio and Broadcasting Seminar
Spring 2015**

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BA 249-C

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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: RTV students will gather work from their various RTV courses into a portfolio (traditional and/or digital) that can be used in seeking work after graduation. Students will be urged to maintain their work in the courses preceding the Portfolio class. Guests from the electronic-communications industry will visit the class on a regular basis, to provide students with advice in preparing for their careers. Prerequisite: At least 36 hours in RTV courses. (*University Catalog*)

Student learning outcomes:

1. Students will develop a portfolio useful in seeking employment in the field of electronic communications.
2. Students will learn the issues currently facing the broadcasting/electronic communications industry.

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)	40%
Portfolio	25%
Articles discussions	25%
Weekly eCollege assignment	10%

Tests: We will have two tests, tentatively scheduled for March 5 and May 7. 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 20 points. It is your responsibility to make arrangements with me if you miss a test.

Portfolio: Students will prepare a portfolio of their work in the various RTV courses they have taken and any relevant work they may have done outside of their courses, such as with KETR. This may include video, audio and text projects. The portfolio may be prepared for presentation on flash drive, CD, or online media. It should include an up-to-date resume.

In every aspect of the project, care should be taken to present a professional image; avoid spelling and grammatical errors in text, and all video and audio projects should be edited cleanly and contain high-quality video and audio content. A preliminary portfolio should be prepared by March 6 (25% of the portfolio grade) and a final portfolio should be complete by April 24 (the remaining 75% of the grade). The portfolios will be evaluated by one or more media professionals.

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.tamuc.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.

WEEKLY E-COLLEGE ASSIGNMENTS

Students are assigned to view videos or read articles related to the course on eCollege and respond to a quiz on each of the videos/articles. The videos/articles will be available for viewing on Friday of each week. Students should take the quiz immediately after viewing the video/article.

Quizzes that are taken after Friday will be penalized 20 points. The videos/articles and the quizzes are available for very limited time; if a student misses one or more quizzes and receives an excused absence (see below), the requirements for that week's quiz will be waived and not counted against the student's grade; if the absence is unexcused, a grade of 0 will be recorded.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

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.

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.



MASS MEDIA, COMMUNICATION AND THEATRE

Document of receipt and understanding

I have received and read the syllabus for RTV 480.

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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