



MMJ 1335.01E, STUDIES IN ELECTRONIC COMMUNICATIONS, SPRING 2019

DR. JOHN MARK DEMPSEY

PAC 130

OFFICE PHONE: (903) 886-5345

E-MAIL: jm.dempsey@tamuc.edu

OFFICE HOURS: Wednesday, 10 a.m.-12 noon, Thursday 2-4 P.M. OR BY APPOINTMENT

COURSE INFORMATION

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 (critical thinking, communication, social responsibility, and personal responsibility).

- Students will be able to analyze, evaluate, or solve problems when given a set of circumstances, data, texts, or art.
- In written, oral, and/or visual communication, A&M-Commerce students will communicate in a manner appropriate to audience and occasion, with an evident message and organizational structure.
- Students will understand and practice academic honesty.
- Students will demonstrate an understanding of societal and/or civic issues.

This is a course intended for consumers of mass media – which is everyone.

MMJ majors: Along with all other students in this class, you receive three hours credit under Language, Philosophy and Culture in the Core Curriculum.

COURSE REQUIREMENTS

TESTS: Tests (which may also be referred to as “exams”) will cover all material presented in class, including the in-class presentations/discussions described below; instructor lectures; guest appearances; videos; articles and more. The tests will be comprised of 25 questions.

The tentative dates for the other tests (subject to change) will be **February 15, March 15, April 12 and May 2**. THERE IS NO FINAL. The fourth test is simply the last of four tests of equal value and takes place on the last regularly scheduled day of class.

The tests may be given in class or on MyLeo 2DL. This will be announced in class, with important details provided.

If you are “absent” for a test (do not take the test at the scheduled class time), you will be allowed to take the test on a later date. If the absence is excused there will be no penalty. However, if the absence is unexcused, the penalty will be 20 points. (see “Attendance,” below)

You must make up a test before the next test is given, unless an extended absence is necessary and you provide an acceptable excuse for the absence as described below. If you do not make up the test before the next test is given, the grade of 0 will stand.

If at any time you have failed to take two tests, without providing an excuse for the absences and scheduling a time to take the tests, I may drop you from the class for non-performance of the basic requirements of the class.

CHEATING ON TESTS OR ANY OTHER CLASS ASSIGNMENTS WILL NOT BE TOLERATED (THIS INCLUDES DOING WORK FOR ANOTHER STUDENT). IF IT IS DETERMINED THAT YOU ARE CHEATING, YOU ARE SUBJECT TO BE DISMISSED FROM THE CLASS WITH A GRADE OF “F.”

Articles Discussions: All students will be responsible to find and present discussions on articles related to current issues in radio, television, and online communications twice during the semester. 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 Fridays. 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 effects 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.

GRADING COMPONENTS:

Tests (4 x 20%)	80%
Article discussions	20%

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

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

If I ask you to do a particular thing in class, it is for a good reason, and you will be expected to comply immediately. Anyone who persists in disruptive behavior may be referred to the Dean of Campus Life and Student Development and/or permanently removed from class on my orders.

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.
- No chatting – I will move those who chat. This is embarrassing, or should be, for a college student. Brief comments to other students directly related to what we're discussing in class are acceptable if kept to a minimum.
- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class. If you must leave during class, you will not be allowed to return.
- Take notes. The process of taking notes helps you to be more engaged in what is being discussed, and therefore, helps you to understand and remember what we discuss.
- I admire those who have jobs, but the class requirements are the same for those who do and don't have jobs and other outside responsibilities.
- Turn off cell phones and similar devices when you come into class.
- You may bring drinks or food into class, but use good manners while eating or drinking, and remove all trash when you leave.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance:

Attendance will be taken at some point during each class meeting. Papers will be circulated for you to sign, indicating your attendance. If it is found that one student is signing for another student, both students will be counted as absent. If it happens again, the students will be referred to the Dean of Campus Life before being allowed to continue the activities of the class. Students with more than five unexcused absences may be dropped from the class.

Absences may be excused according to the "Course and University Procedures/Policies" below. The instructor may excuse absences for other reasons. For an absence to be excused, a written excuse from an authoritative person (employer, physician, government official, parent, etc.) must be presented to the instructor on the day that you return to class following the absence. The excuse should contain the phone number and e-mail address of the person writing the excuse.

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

<http://www.tamuc.edu/admissions/registrar/generallnformation/attendance.aspx>

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 2016, about 33 percent of U.S. adults 25 and older 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.

The only automatically excused absences are defined below in the University's official attendance policy. 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.

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.

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

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.

Students with 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
Fax (903) 468-8148
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.

Campus Concealed Carry

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedureS/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

(subject to change; changes will be announced)

January 14-February 15– Social effects of electronic communications

February 17-March 15 – History of Broadcasting and Online Communications

March 25-April 12– Programming and Content

April 14-May 3 – Regulation and News

Tests: February 15, March 15, April 12, May 3 (tentative; subject to change)

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MASS MEDIA, COMMUNICATION AND THEATRE

Document of receipt and understanding

I have read the syllabus for MMJ 1335.

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. I understand that failure to do so will result in my being dismissed from the class.

PRINT YOUR NAME LEGIBLY_____

Signature_____ Date _____

P.O. Box 3011 • Commerce, TX 75429-3011 • Phone: 903.886.5346 • Fax: 903.468.3250 •

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