Electronic Media Programming  
MM 4381.20 Fall 2017 Independent Study

Instructor: Donald Plachno
Office: Library Building, Room B335
Phone: 325-486-6855 Email: donald.plachno@angelo.edu
Office Hours: M / W / F 9:00am-10:00pm
And by appointment

Required Text: paperback or digital copy
Author: Susan Tyler Eastman
Publisher: Cengage Learning
ASU Paperback Buy or Rent- Print ISBN: 9781111344474

Student Learning Outcomes:
Electronic Media Programming involves theories and strategies of program selection, scheduling and evaluation for electronic media as well as theory and practice of producing and scheduling prime-time television programs.

This course involves the analysis of an array of television and radio programs. Students will develop a product that demonstrates genre and the implementation of effective program schedules for broadcast television. Upon completion of this course, students should be able to:

- Identify and describe programming strategies used in broadcast television and radio.
- Critically evaluate ideas, arguments and points of view.
- Develop creative capacities in writing and use academic language correctly and appropriately.
- Use outside resources effectively and ethically through summarizing, paraphrasing, quoting, and citing sources appropriately.
- Develop, interpret and express ideas through effective written communication
- Identify and correct common grammatical and mechanical errors and how to seek further help outside the assigned text and class.

Methods for assessing Student Learning Outcomes:
The student will be assigned writing projects of various lengths and complexities and through these writing assignments the student is expected to show an understanding of the depth and breadth of electronic media programming. Several writing exercises will be assigned throughout the semester to measure the student's ability to critically analyze the reading material and to coherently transcribe a wide variety of thoughts and ideas in writing.
Weekly updates about the assignments will be posted to the announcement page on Blackboard.

### Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>August 31st</td>
<td>Essay 1, Chapters 1, 2, &amp; 3</td>
<td>September 14th @ 11:59pm</td>
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<tr>
<td>September 21st</td>
<td>Essay 2, Chapters 4 &amp; 5</td>
<td>October 4th @ 11:59pm</td>
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<tr>
<td>October 5th</td>
<td>Essay 3, Chapters 6 &amp; 7</td>
<td>October 18th @ 11:59pm</td>
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<td>October 19th</td>
<td>Essay 4, Chapter 8</td>
<td>November 1st @ 11:59pm</td>
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<tr>
<td>November 2nd</td>
<td>Essay 5, Chapter 9</td>
<td>November 15th @ 11:59pm</td>
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<tr>
<td>December 5th</td>
<td>Essay 6, Chapter 11 &amp; 12</td>
<td>December 11th @ 11:59pm</td>
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### Grading Policies:

This course employs seven writing assignments to measure the student learning. Assignment Percent of Grade

| Written Assignments Week 1-7 | 100% |

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale: A = 90 – 100 % B = 80 – 89 % C = 70 – 79 % D = 60 - 69% F = 59% and below.

### Writing Guidelines:

Each writing assignment deals with the topic under discussion. These writing assignments cumulatively account for 100% of the student's grade. Writing assignments are expected to be between ten to fifteen pages, following the latest APA format style, which includes, one inch margins, all around, 12 point Times New Roman Font, lines doubled spaced, cite references in EVERY instance, include a correctly formatted bibliography, and cover page unless otherwise instructed by the guidelines set by the instructor. Every writing assignment should be submitted as a WORD or PDF document and emailed to the instructor with a time stamp no later that 11:59pm on the day the assignment is due.

Formal academic writing uses standardized styles and citation formats. The preferred format is the APA style. To access the APA writing guidelines, go to this link: http://owl.english.purdue.edu/owl/resource/560/01/

### Grading Criteria:

Your competency in this course will be measured by research and writing of seven course Assignments

| APA Formating – 20% of overall grade |
| Content of the Paper – 70% of overall grade |
| Grammar – 10% of overall grade |

### Attendance:

As this is an independent study, there is no set classroom, however, the student will make every effort to meet the instructor in office B-335 every Thursday at 1:00pm to apprise the instructor on their progress or to discuss concerns. You are allowed two unexcused absences for the semester. These do not apply to due dates of the assignments. All other absences will require to be excused, otherwise you will be marked down for an unexcused absence. An unexcused absence means you have not provided written evidence from an accepted authority regarding your absence. Each unexcused absence after the first two will result in a loss of one point from you final course grade

To be successful in this course, check Announcements & Lessons Daily
Honor Code
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions of the Student Handbook. The current student handbook is found on the ASU web site under ‘publications’ at this URL: http://www.angelo.edu/forms/pdf/Honor_Code.pdf

American Disability Act
Request for accommodations may be reviewed on a case-by-case basis, taking into account the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents’ RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Student Life Office, Room 112 University Center, (325) 942-2191. URL: http://www.angelo.edu/services/student_life/policystatement.html

Grade Appeal Process
As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policies-Students/OP_10.03_Grade_Grievance.doc.

Student Handbook
The current student handbook is found on the ASU web site under ‘publications’ http://www.angelo.edu/content/files/17187-20122013-student-handbook-for-web