

Communications 1335 or Mass Media 1335

Introduction to Radio/Television

Mr. Tony Blair, B.A., M.A.

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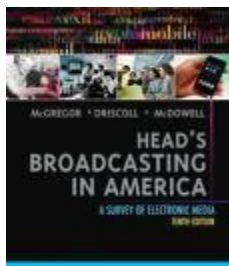
OFFICE HOURS:

Tuesday/Thursday- 12:30pm-2:30pm

Monday/ Wednesday /Friday- By appointment only

Course Materials:

Textbook: Head, Spann McGregor (2009) *Broadcasting in America*, Tenth Edition, Houghton Mifflin Co. ISBN 13: 978-0-205-60813-3



Course Objectives:

- To provide a broad based understanding of the radio, television, and cable industries in the areas of broadcast history, wired and wireless technology, radio/television/cable programming, mass media effects, and mass media law
- To serve as a springboard into advanced broadcasting classes by providing an overview in each area.

***Notice to Students with Disabilities:** Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. If you need disability accommodations in this class, please see me as soon as possible.

Academic Advising: The College of Liberal Arts and Department of Communication, and Mass Media require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, faculty advisor, and the department chair. Communication or Mass Media majors who have questions about advising or declaring a major in the department, can call 942-2031. Undeclared majors are supported by ASU's Center for Academic Excellence located in Library A312, and can be reached at 942-2710.

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.

Honor Code Policy: Violations of academic integrity are *very serious* matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the *student's own work and must be work completed for that particular class and assignment*. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be *very clear* about attribution of sources and you must know *how* to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

Attendance/Participation

There will be an attendance sign-in sheet, and it is your responsibility to make sure that you sign each day; if you fail to sign it you will be counted as absent. Regardless of attendance, you are responsible for class notes, handouts, and deadlines. If you have an issue with a grade, you must see me within 7 class days, to resolve the issue.

Attendance is required in this course. The Communication & Mass Media Department requires all students to attend no less than 75% of the class to pass the course. If you have 11 absences of any kind in a MWF section, 8 absences in a MW or TTH, or 7 absences in a Summer class section you will automatically fail this course, regardless of your numerical average. [See <http://www.angelo.edu/dept/cdj/faculty/csy12301.htm>, the departmental COMM 2301 Policy Statement]. In addition to that policy, you are allowed two absences without penalty on lecture days only in TTH sections. From that point on, 4 points will be deducted from your final grade for arriving late, leaving early, or missing class. Regardless of attendance, you are responsible for class notes, handouts and deadlines. You will be assigned a critique to complete for at least one speaker each speech day you are not to perform. There are no makeups. If you are absent when assigned to speak, critique, or take a test, you will receive zero for that grade. Please note that if you do not complete all four required speeches in this course you will automatically fail the course, regardless of your numerical average in the remaining course requirements.

If you maintain perfect attendance, (zero absences) you will receive a 2 point bonus, added to you final grade. If you miss only one class, you will receive a 1 point bonus.

A student wishing to observe a religious holy day must notify me in writing at least 14 days prior to the classes scheduled on dates the student will be absent. For religious holy days that fall within the first two weeks of the semester, notice should be given on the first day of the semester.

Communication Program Learning Outcomes

1. Evaluate communication competence of self and others.
2. Recognize and understand key issues related to communication theory and media/speech ethics.
3. Create original communication products (speeches, campaigns, papers, videos, etc.) both individually and in collaboration with other students and/or community partners.

ANGELO STATE UNIVERSITY UNDERGRADUATE LEARNING GOALS	Communication Program Learning Outcomes
<p>1. LIBERAL KNOWLEDGE AND SKILLS OF INQUIRY, CRITICAL THINKING, AND SYNTHESIS <i>Students will acquire knowledge in the humanities, the natural sciences, the social sciences, and the arts, which collectively embody the human cultural heritage. Students will develop their abilities to practice higher-level critical thinking.</i></p> <p>Students will</p> <ul style="list-style-type: none"> • apply different methods of inquiry from various perspectives and disciplines to gather information; • comprehend and apply various research methods to evaluate information critically; • analyze complex issues and construct logical conclusions; • use problem-defining and problem-solving skills by synthesizing ideas within and across disciplines. 	<p>Students will:</p> <ul style="list-style-type: none"> • <i>Research, prepare, and present oral performances.</i> • <i>Use problem-solving skills to prepare and present class group projects involving presentations.</i>
<p>2. CORE SKILLS <i>Students will become proficient in reading, writing, speaking, and listening. They will also develop quantitative literacy and technological fluency.</i></p> <p>Students will</p> <ul style="list-style-type: none"> • comprehend and critically interpret information in written and oral forms; • communicate information and ideas effectively; 	<p>Students will:</p> <ul style="list-style-type: none"> • <i>Prepare and present oral presentations in multiple Comm. classes.</i> • <i>Use appropriate communication technology (audio recording, video recording, desktop publishing, graphic design, and/or web design) to produce projects in all of the communication degree specializations (again, see above course number listing)</i>

<ul style="list-style-type: none"> • use technological resources to access and communicate relevant information. 	
<p>3. SPECIALIZED KNOWLEDGE <i>Students will gain knowledge and skills appropriate both for their fields of study and to enter into the professional sector and/or graduate school.</i></p> <p>Students will</p> <ul style="list-style-type: none"> • demonstrate technical and analytic skills that are appropriate to their fields of study and applicable to future careers; • acquire research skills and specialized vocabulary for critical discourse; • demonstrate competencies and achievements appropriate to their fields of study; • apply classroom learning in a combination of reflective practice and experiential education. 	<p>Students will:</p> <ul style="list-style-type: none"> • <i>Demonstrate skills in production to produce radio, television programming.</i> • <i>Demonstrate skills in multimedia presentation t</i> • <i>Demonstrate skills in generation and production of advertising and public relations programming</i>
<p>4. SOCIAL RESPONSIBILITY <i>Students will understand their responsibility as citizens in a complex, changing society.</i></p> <p>Students will</p> <ul style="list-style-type: none"> • employ professional and personal judgments based on ethical considerations and societal values; • understand civic responsibility and leadership; • demonstrate an understanding of the purpose and value of community service in advancing society. 	<p>Students will:</p> <ul style="list-style-type: none"> • <i>Adhere to the ASU Student Honor Code in all presentations, papers, and projects. This understanding of the ethical responsibilities of a communicator and citizen are transferrable to their future social and professional roles</i> • <i>Through service learning in intercultural, interpersonal, ad/PR, and Radio/TV class projects, students will understand and demonstrate community service.</i>
<p>5. CULTURAL IDENTITY <i>Students will gain insight into the ways cultural identities and experiences shape individual perspectives of the world.</i></p> <p>Students will</p> <ul style="list-style-type: none"> • demonstrate respect for differences among cultures; • practice the knowledge, skills, and attitudes essential for communicating and cooperating effectively with people of diverse backgrounds; 	<p>Students will:</p> <ul style="list-style-type: none"> • <i>Demonstrate an understanding of diversity issues (gender, race, ethnicity, and cultural identity), including respect for and ability to communicate with diverse populations through class projects and research projects in:</i>

Mass Media Program Learning Outcomes:

1. Synthesize information for transmission to the public through media channels

Alignment with ASU Learning Goals

Liberal Knowledge and Skills of Inquiry, Critical Thinking, and Synthesis

- apply different methods of inquiry from various perspective disciplines to gather information;
- comprehend and apply various research methods to evaluate information critically;
- analyze complex issues and construct logical conclusions;
- use problem-defining and problem-solving skills by synthesizing ideas within and across disciplines

Specialized Knowledge

- demonstrate technical and analytic skills that are appropriate to their fields of study and applicable to future careers;
- acquire research skills and specialized vocabulary for critical discourse;
- demonstrate competencies and achievements appropriate to their fields of study

Cultural Identity

- demonstrate respect for differences among cultures;
- practice the knowledge, skills, and attitudes essential for communicating and cooperating effectively with people of diverse backgrounds

2. Create effective messages for dissemination to the public

Alignment with ASU Learning Goals

Core Skills

- comprehend and critically interpret information in written and oral forms;
- communicate information and ideas effectively;
- use technological resources to access and communicate relevant information

Specialized Knowledge

- demonstrate technical and analytic skills that are appropriate to their fields of study and applicable to future careers;
- acquire research skills and specialized vocabulary for critical discourse;
- demonstrate competencies and achievements appropriate to their fields of study

Cultural Identity

- demonstrate respect for differences among cultures;
- practice the knowledge, skills, and attitudes essential for communicating and cooperating effectively with people of diverse backgrounds

3. *Recognize and understand key legal and ethical implications of synthesizing and producing information for transmission to the public through media channels.*

Alignment with ASU Learning Goals

Social Responsibility

- employ professional and personal judgments based on ethical considerations and societal values;
- understand civic responsibility and leadership;
- demonstrate an understanding of the purpose and value of community service in advancing society

Specialized Knowledge

- demonstrate competencies and achievements appropriate to their fields of study

Title IX at Angelo State University:

Title IX: Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA) , the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence) , sexual violence, and any other misconduct based on sex. You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone , J.D.

You may submit reports in the following manner:

Online: www.angelo.edu/incident -form

Face to Face:

Mayer Administration Building,
Room 210

Phone:

325-942-2022

E-Mail:

michelle.boone@angelo.edu

Note, as a faculty member at

Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: www.angelo.edu/title-

Assignments

Storyboards, Worksheets, and Analysis:

Students will critically analyze different types of professional videos for shots, angles, audio, and lighting techniques. Preproduction is the key for successful video and audio production and students will complete two different storyboard projects. These projects must be submitted with complete scripts, shot sheets and illustrations. Worksheets will be based on audio and video production scenarios. **Total= 300 Points**

Exams:

There will be a midterm and final examination during the semester. The final will not be comprehensive. Each exam is worth 100 points. **Total=200 Points**

Quizzes:

There will be five quizzes given throughout the semester. Each quiz is worth 20 points and will cover class lectures, and assigned textbook readings **Total=200 Points**

Class Participation:

You are required to be actively engaged in lectures. An active listener is courteous and attentive to the class. An active listener does not speak to a classmate while a peer is giving a presentation or during a lecture. **Total=100 Points**

Methods of Evaluation: Grades will be determined from exams and the written assignments. Students earning 90 percent or more of the total available points will receive grades of A. Students earning 80 to 89 percent, 70 to 79 percent and 60 to 69 percent will receive grades of B, C or D, respectively. Students earning less than 60 percent will not pass the course.

The key to success in this class is to read the book thoroughly and completely. Lectures support – but will not replace – the material found in the text.

The key to reading the text is to stay current. Read the chapters BEFORE coming to lecture; read at least a chapter a week and do not fall behind. In other words, come to class and read the book and you will do well in this class, and, truth be told, enjoy the class.

Grading

Methods of Evaluation: Grades will be determined from exams and the written assignments. Students earning 90 percent or more of the total available points will receive grades of A. Students earning 80 to 89 percent receive a B , 70 to 79 percent will receive a C and 60 to 69 percent will receive D Students earning less than 60 percent will not pass the course and will receive an F.

Semester Progress:

Week 1	Class Overview, Syllabus, Video Techniques and Read Chapter 1 Introducing Electronic Media
Week 2	Chapter 2 From Radio to Television, Recording Software introduction, Script Writing, Storyboards
Week 3	Labor Day Holiday ,Chapter 3 Cable and Newer Media, Chapter 4 How Electronic media work,
Week 4	<u>1st Storyboard due</u> Chapter 4 How Electronic Media Work, Quiz,
Week 5	Chapter 5 Relay, Recording, and the Digital Revolution
Week 6	Chapter 6 Commercial Operations, Chapter 7 Noncommercial Services,
Week 7	Research topics, Chapter 7 Noncommercial Services, Quiz,
Week 8	Group 2 Recordings due, Review for midterm exam, Midterm Exam
Week 9	Chapter 8 Programs and Programming Basics
Week 10	, Chapter 9 Programs: Network, Syndicated, Local Chapter 9 Audience Measurement Chapter 10 Media Theory and Effects
Week 11	<u>2nd Storyboards due</u> Chapter 10 Media Theory and Effects, Chapter 11 Communications Act, Licensing, and Structural Regulations, Quiz,
Week 12	Chapter 12 Constitutional Issues and Content Regulation,
Week 13	Chapter 13 Global View,
Week 14	Quiz, Review and critique Recordings, , Future of Radio and Television
Week 15	Review for final Exam
Week 16	Final Exam

Thursday, December 9, 2021

Class Day	Class Time	Exam Time
TR / R	9:30 a.m.	8:00 - 10:00 a.m.