

Telecom & Electr Media Industr

COMM-3350

Fall 2020 Section E01 3 Credits 08/12/2020 to 12/05/2020 Modified 08/13/2020

Description

A continuation of COMM 1154, examining contemporary industry and social issues facing telecommunication and electronic media. Particular attention given to analysis of structure and process, revenue sources, programming and services, audience research, and effects.

Requisites

Prerequisites:

COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

Contact Information

Instructor: Patrick D. Hadley, Ph.D.

Physical Office: Humanities Room 214

Physical Office Hours: Mondays & Wednesdays: 2:00 pm - 3:00 pm

Virtual Office Hours: Tuesday/Thursday 10:00 am - 11:30 am (CourseDen email; Google Voice call/text)(Other times or communication media, e.g., WhatsApp, can be arranged by appointment)

Google Voice Phone/Text: (404) 919-7349

E-mail: phadley@westga.edu (for use only if CourseDen email is unavailable)

Meeting Times

No mandatory synchronous meetings where students must meet with instructor at a specified time. Optional virtual meetings with students can be arranged, if requested.

Materials

The textbook listed below is required for students to successfully complete exams, quizzes, and written assignments in this course. Make sure to order the book during the first week of classes so you can receive the print version by the start of the second week of classes. You should receive access to a digital version of the book on the first day of class so you can begin completing the first week's assignments.

Electronic Media: then, now and later

Author: Norman J. Medoff & Barbara K. Kaye

Publisher: Routledge (an imprint of Taylor & Francis Group)

Edition: 3rd

ISBN: 1138903205; ISBN-13: 9781138903203

Availability: UWG Bookstore and other providers such as Chegg.com

Price: varies

Outcomes

In this course, students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications. (*ACEJMC Student Learning Outcome #2*)

Evaluation

Breakdown

Grade	Range	Notes
A	90% to 100%	
B	80% to 89%	
C	70% to 79%	
D	60% to 69%	
F	0 to 59%	

Criteria

Type	Weight	Topic	Notes
Orientation Quiz	6%		
Chapter Review Quizzes	44%		(11 x 4% each)
Exam #1	16%		
Exam #2	14%		
Media Analysis Report	20%		

Assignments

Orientation Quiz

This important orientation quiz covers the details in this Syllabus and those in the Course Schedule. The goal is for you to closely examine and take responsibility for knowing this information. You have **unlimited attempts** available to complete this quiz by the deadline, and only your highest grade will count.

Chapter Review Quizzes

These quizzes will consist of only multiple-choice and true-false questions and are designed to help you engage with the course content and assess your retention and understanding of what you have read in each chapter.

- Deadlines for each chapter quiz is specified in the Course Schedule. These deadlines may not always be on the same day of the week. Read the Course Schedule closely to make certain you do not lose points for failing to submit an assigned chapter quiz by the deadline on the schedule.
- Each quiz is 30 minutes long and consists of 10 - 20 random questions from the chapter.
- You have **THREE ATTEMPTS** available on each quiz and only your **highest grade will count**
- The expectation is that you will earn all available points on the quiz, given that you have three attempts available. I encourage you to take full advantage of this opportunity.

Exams

There will be no multiple-choice or true-false questions on these exams. Instead, the exam questions will consist of multi-part, short-answer or extended-answer questions requiring you to demonstrate a deeper understanding of the content than is required on the chapter quizzes. The exam questions will be accessed and submitted in the Assignments area (not the Quizzes area). You will have between 24 and 48 hours to write and submit your answers after the exam questions are made available.

Media Analysis Report

During the semester, you will conduct online research and write a report describing the impact of the coronavirus/COVID-19 on one of the electronic media industries that we examined during the semester. This written assignment will require you to conduct in-depth research into a particular industry, review and summarize content from at least 6 online sources, and provide links to video content and images to help highlight the details in your report. Details on this assignment will be provided in the first few weeks of the term.

Give yourself time to research, write, and proofread closely. Trying to complete this assignment at the last minute can lead to cutting and pasting content from others without attribution. Keep in mind that evidence of plagiarism can result in a zero for the assignment, a failing grade for the course, and a violation of the Student Honor Code. If you are unclear about the definition of plagiarism, contact the University Writing Center as soon as possible for support.

Schedule

This is the link to the [Course Schedule \(https://docs.google.com/document/d/1_DZ8ZKtGtN--BbKZt48bl422snf5jytl09SmGoN_bT0/edit?usp=sharing\)](https://docs.google.com/document/d/1_DZ8ZKtGtN--BbKZt48bl422snf5jytl09SmGoN_bT0/edit?usp=sharing) for this class. It contains dates and deadlines for readings, the Orientation Quiz, Chapter Quizzes, Exams, and the Media Analysis Report. Review this Syllabus and Course Schedule to answer questions on the Orientation Quiz successfully and to coordinate assignment deadlines with your personal schedule.

* Course Policies and Resources

Orientation/Chapter Review Quiz Late Policy

There are no extensions on the Orientation Quiz or the Chapter Review Quizzes without documentation of a severe, unanticipated medical, legal or related emergency making you physically unavailable for a substantial portion of the period that the quiz was open. For documentation to be considered, it generally should be submitted to the instructor within 24 hours of the missed deadline providing the reasoning behind the request for a quiz extension (to the extent the reasons can be shared within privacy or other ethical boundaries). Include scanned documents, photos or screenshots as necessary.

Exams Late Work Policy

Exams submitted after the deadline will receive a 50% grade penalty, if submitted within 24 hours of the deadline. Exams submitted more than 24 hours after the deadline will receive a zero grade.

Media Analysis Report Late Policy

Grades for Media Analysis Reports submitted after the deadline will receive a 50% penalty, if submitted within 24 hours of the deadline. Report submissions more than 24 hours late will receive a zero grade.

College/School Policies

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed

list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog \(https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

<p>6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p>(click to view image)</p>	<ol style="list-style-type: none">1. Freedom of Speech & Press2. History3. Diversity4. Global Impact5. Theory6. Ethics7. Think Critically & Creatively8. Research & Evaluate9. Write Effectively10. Self-Evaluate11. Apply Numbers & Statistics12. Apply Technology
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Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional_information#\(http://www.usg.edu/hb280/additional_information\)](http://www.usg.edu/hb280/additional_information#(http://www.usg.edu/hb280/additional_information))

You may also visit our website for help with USG Guidance: [https://www.westga.edu/police/campus-carry.php\(https://www.westga.edu/police/campus-carry.php\)](https://www.westga.edu/police/campus-carry.php(https://www.westga.edu/police/campus-carry.php))

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage\(https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php\)](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php).