



**RTV 215 Media Performance, Spring 2017**  
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**Office Hours: TR 10:00 am-12:00 pm, MW 1:00 – 1:45 pm**

### COURSE INFORMATION

**Required Text:** *The Performer in Mass Media : Connecting with Television and Online Audiences* Second Edition, Hawes & Olson, ISBN 978-1-890871-99-4

**Supplemental text:** (online): [http://www.cybercollege.com/tpv\\_ind.htm](http://www.cybercollege.com/tpv_ind.htm)

Reading modules will be listed on course outline, available online at [www.tonydemars.com](http://www.tonydemars.com)

**Technology Requirements:** Students will be required to access online resources and will be required to use audio and video production equipment for performance purposes. Students must establish a Google Drive account for uploading project work, to be shared with the professor.

**Course Description:** A study of the principles of radio-TV speaking, including the preparation of commercials, news, and program continuity. An introduction to theory and practices in the broadcasting industry from the studio and production point of view.

**Student Learning Outcomes—the course is designed:**

- To provide an understanding of the terms, concepts and skills of media performance
- To provide an understanding of ad lib announcing, camera presence and poise, voice diction and quality, on-camera interviewing, on-camera news, and other video-based performance
- To provide an understanding of audio performance techniques, including voice work in advertising messages, news delivery and voice-over talent
- To acquaint the student with related techniques used in audio and video production for the broadcasting industry and related online media performance--in such areas as on-air talent, spot production, news production and voice work applied to non-broadcast situations

### COURSE REQUIREMENTS

**Quizzes and Contribution:** Many weeks there will be a Quiz to start the first class of the week that covers the reading and class content of the previous week. The one lowest grade of these will be dropped at the end of the semester. No make-ups are possible: if you miss a quiz, that will be the grade that is dropped. NOTE: If (a) you have no grade on any of these quizzes of less than 60% and (b) your final quiz average is 80% or better, and (c) your course average before the Final Exam is 70% or better and you are satisfied with that average as your course grade, you may skip the Final.

**Major Exams:** Approximately 50-75 short answer and some possible discussion questions over sections of material covered in the class, as a Mid Term over first half of the semester and a comprehensive Final Exam. No make-ups possible for weekly quizzes or missed daily work, and no make-ups for major exams except for unavoidable, unexpected events and only if the instructor is contacted in advance. Make-ups exams would involve fill in the blank and essay type questions.

There is no guarantee of ever being able to make up missed work. For authorized university functions you must make arrangements with the instructor in advance to be allowed any make-up work. For undeclared majors and RTV majors and minors, Practicum is required to be enrolled in this class. If you are not enrolled in and receive a grade for an RTV Practicum course at the end of the semester, your course grade for RTV 453 will be an 'F.'

**Regarding Quizzes:** These will cover assigned reading, class lectures, and other assigned material. Take notes in class and read the assigned reading in order to pass the quizzes.

**Scantrons and pencils:** Students must provide Scantron sheets and pencils for Tests and Quizzes. Quizzes and other tests may include fill in the blank questions, multiple choice and/or True-False.

**Project Work:** Most of the project work is based on outside-class times and arrangements.

**COURSE GRADING:** Chapter Quizzes....300 points Mid Term Exam....100 points.....  
Final Exam.....(written & performance) 200 Performance Project Work....(details on course outline)... 300 Attendance and Participation.....100

**GRADE REQUIREMENTS:** Points required for:

"A"— 900+ "B"— 800-899 "C"—700-799 "D"— 600-699

## COMMUNICATION AND SUPPORT

### Faculty / Student Commitment:

- To accomplish the course objectives, the instructor will be in class on time, and prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.
- If at any time you are doing your part to do well in this course, but are having difficulty, please arrange a time and speak with me in my office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or email.
- **The keys to success in this class:** Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

**Attendance:** Students arriving late are marked absent. Class begins at the scheduled starting time. Arriving late or leaving at any time, even if you return, will result in being marked absent. There are no excused or unexcused absences. Scheduled project work shifts are also counted for attendance. Points related to attendance are based on missing in-class work as noted above, plus deductions of 20 points each time from your course grade starting with the 3rd late / absence. Excuse reports are not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should discuss this with the instructor in advance. Do not schedule outside appointments during class time. Missing this or any other class to do project work = zero for project grade. Very occasionally, an emergency break might be needed. If this occurs, leave without penalty, and simply remind me to mark it at the end of that class. If you do not remind me that day, it would remain marked as an absence. No more than one of these per

semester. The participation component of any grade is the instructor's subjective assessment of each student's involvement and contribution during class times--affected by but not limited to such issues as violating stated course policies, any inappropriate talking during class, disrupting class, late arrivals, and not taking notes during lectures, and quality of reports as described above. Children or other guests are not allowed in classes or production areas.

**IMPORTANT: STUDENTS WHO ARE MARKED ABSENT FOR MORE THAN SIX CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.**

### **UNIVERSITY ATTENDANCE POLICY**

**13.99.99.R0.01 Class Attendance** – “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.” Students are responsible for reviewing remaining university attendance policy elements. **Academic Honesty:** If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student’s Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else’s work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including [www.turnitin.com](http://www.turnitin.com) for each submission. Using a report you did not create or having someone else do any of your work violates Academic Honesty guidelines. Undergraduate students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. Faculty and staff are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty (see definitions). In addition, F-1 and J-1 international students must comply with the Student Exchange Visitor Program regulation related to their visa status. Full details are found in Undergraduate Academic Dishonesty Policy 13.99.99.R0.03

**Classroom Policies:** Students are expected to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline. **IMPORTANT NOTE: Turn off** cell phones before entering the classroom. You may not use any electronic device in the classroom without specific permission from the instructor through a signed form completed in class or during office hours. Any electronic device (computer, PDA, cell phone, iPod, iPad, etc.) brought to class must be turned off and stored off your desktop during class. Devices used for taking notes must have Internet connection disabled. If you are found texting, browsing the Internet, Facebooking, etc. **you will lose 100 points from your course grade for each occurrence and be counted absent that day.** Students are expected to arrive to class on time and stay the entire class session.

**Deadlines:** Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always at the beginning of class in which anything is due, or for online submissions, based on the specific assigned time. Work submitted incomplete will be marked as not submitted. **Missing required pre-production submission deadlines means your grade for that project is zero.** NOTE: **Deadlines are not flexible**—it is your responsibility to turn in work on time. **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.” **Tenets of Common Behavior statement:** All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook)

**ACCOMMODATIONS FOR 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. Email: [StudentDisabilityServices@tamuc.edu](mailto: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.

**COURSE EVALUATION APPEAL:** Students with concerns regarding their courses should first address those concerns with the instructor in order to reach a resolution. Students who are unsatisfied with the outcome of that conversation or have not been able to meet individually with their instructor, whether in-person, by email, by telephone, or by another communication medium, should then schedule an appointment with the Department Head or Assistant Department Head by completing a Student Grievance Form (available in the main office, HL 141). Students should also consult University Procedure 13.99.99.R0.05 (“Student Appeal of Instructor Evaluation”).

**CAMPUS CONCEALED CARRY STATEMENT:** 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/rulesProcedure/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.

<b>COURSE OUTLINE / CALENDAR</b>
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Available at: <http://www.tonydemars.com> OR <http://faculty.tamuc.edu/tdemars/>

**It is your responsibility to check this weekly and know the course expectations.**