



RTV 1335, STUDIES IN ELECTRONIC COMMUNICATIONS, FALL 2015

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BA 249-C

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COURSE INFORMATION

Text: *“Always Connected: The Power of Broadcasting and Social Media.* 2013. Dempsey. San Diego: Cognella.

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 (University Studies): Students will be able to recognize their own biases, follow the arguments of others and interpret data. Students will communicate clearly, purposefully, making appropriate use of evidence, data and technology as applicable. Students will understand and practice academic honesty. Students can demonstrate awareness of societal problems.

In general, students will become knowledgeable about the history and foundations of U.S. broadcasting and other electronic media. As consumers of television, radio and the Internet, students will learn how these forms of communications affect their daily lives. Radio-TV majors will be better able to make choices in the career field.

COURSE REQUIREMENTS

TESTS: Tests 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.

You will use a [Scantron 882-E form](#) (available at the bookstores) to take the test. If you do not have the Scantron form, and must submit your answers in some other way, you will be penalized 10 points.

The tentative dates for the other tests (subject to change) will be September 18, October 16, November 13 and December 11. 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.

If you are absent for a test, 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)

If you miss a test and do not attempt to take it before the date of the next test, I may drop you from the class for non-performance of the basic requirements of the class.

Late arriving for test: Students arriving after all other students have received and started taking the test will receive a penalty of 10 points, unless some documented, acceptable reason for the late arrival is submitted by the next class day.

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."

WEEKLY E-COLLEGE ASSIGNMENTS

Students will be assigned each week to read an article from the textbook, "Always Connected," and respond to a quiz on the article. The quiz will be available between 11 a.m. and 12 noon each Friday on eCollege.

The videos/articles and the quizzes are available for very limited time; if a student misses one or more quizzes and receives an excused absence (see below), the requirements for that week's quiz will be waived and not counted against the student's grade; if the absence is unexcused, a grade of 0 will be recorded.

GRADING COMPONENTS:

Tests (4 x 20%)	80%
Weekly eCollege assignments	20%

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.

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

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

<http://web.tamu-commerce.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/13students/13.99.99.R0.01ClassAttendance.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 2012, about 30 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 (items A-D). 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.

Plagiarism: Any form of academic dishonesty is unacceptable. Plagiarism of material is obviously included.

Academic dishonesty subjects you to possible dismissal from the class and referral to the department head or dean of campus life. At the least, such an assignment will receive a grade of F and will not be made up.

Definition of plagiarism: "A piece of writing that has been copied from someone else and is presented as being your own work." This is as true of a sentence as it is of an entire paper.

IT IS **PLAGIARISM** TO COPY AN ENTIRE ARTICLE – OR ANY PART OF AN ARTICLE – FROM THE INTERNET AND PRESENT IT AS YOUR WORK.

Plagiarism includes taking verbatim sections from the textbook without attributing the material to the author. Also, "sharing" work with another student (presenting another student's writing as your own) is plagiarism.

Most of the time, it is remarkably easy for professors to spot plagiarism. You are much better off doing your own work, both from the standpoint of your grade and what you learn.

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.

COURSE OUTLINE / CALENDAR

(subject to change; changes will be announced)

August 31-September 18 – Social effects of electronic communications

September 21-October 16 – History of Broadcasting and Online Communications

October 19-November 13 – News, Programming and Content

November 16-December 11 – Business and Regulation

Tests: September 18, October 16, November 13, December 11 (tentative; subject to change)

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MASS MEDIA, COMMUNICATION AND THEATRE

Document of receipt and understanding

I have read the syllabus for RTV 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 _____

www.tamu-commerce.edu

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