Introduction to Media Industries and Professions

Fall 2017

COURSE INFORMATION
RTV 3001
Credits 03
Meeting Time: Distance Asynchronous
Office Hours By Appointment

Canvas Classroom URL:
https://ufl.instructure.com/courses/342975

INSTRUCTOR
Robert (Bob) Hughes MA
rjhughes@jou.ufl.edu
970-368-2021
@rjhughes_uf

Please see my Bio—and a place for you to add your bio—under the Discussions tab in Canvas.

Note—please use my rjhughes@jou.ufl.edu email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me!

Please DO NOT use the email option/tab in the Canvas shell. This does not hit my iPhone on a timely basis and I cannot reply using my iPhone. Please only use my *rjhughes@jou.ufl.edu* email address to reach me.

IMPORTANT! Follow this syllabus ONLY for your class information. Print it out and check things off as completed. **THERE MAY BE INFORMATION INCLUDED HERE THAT IS NOT FULLY EXPLAINED/INCLUDED ON CANVAS PAGES!!!**

Announcements tab in Canvas shell
Be sure to check the Announcements tab in the Canvas shell regularly (I recommend daily) for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab. It is YOUR responsibility to keep up with class Announcements.

COURSE WEBSITE
Canvas Classroom: https://ufl.instructure.com/courses/342975

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

Course Textbook
Dominick, J., Messere, F., & Sherman, B. L. (2012). *Broadcasting, cable, the internet and beyond: An introduction to modern electronic media*, 7th ed: McGraw-Hill.

Course Description

*The goal of this course is to analyze these media entities as **corporate and business systems** within the broader media operations in the diverse and pluralistic environment of the U.S.*

The content you will analyze, discuss, and interact with focuses on the electronic media industries of the United States. Emphasis will be on radio and television; however, cable television, satellite communication, and emerging technologies also will be highlighted.

Course Objectives

Students will gain knowledge of the telecommunication industry with an emphasis on learning specifically about broadcasting and cable. In addition, changes in new media, business practices, converging markets, and regulatory philosophies will be addressed. This course is designed to offer you an overview of the origins, organizations, and movements that have shaped electronic media. We will learn and discuss the following developments:

- The historical development of electronic media
- The technologies involved in the creation of electronic media
- The structure, economics, and regulation of electronic media
- The political and legal issues involved in content and management decisions
- The economics of electronic media, including programming and ratings
- The lexicon involved within subsets of the telecommunication industry

Learning outcomes include enhancing YOUR ability to:

1. Recognize and identify the technical characteristics of the electronic media
2. Analyze and apply concepts and theories to the organizational structures of electronic media industries, including leadership and management structures
3. Identify, define and describe the business, social, and regulatory environments in which electronic media industries operate
4. Independently research the historical and contemporary developments of electronic media industries, including business, leadership and technological advances
5. Participate in an asynchronous classroom forum – working individually or in small groups –

to produce deadline materials, addressing the lessons assigned for the successful completion of this course. Time management is imperative.

Course Design/Expectations

This course is asynchronous.

Lectures
The recorded materials will help you to understand key concepts and assignments. These are reinforced in online homework and in written submissions. ***Please note: Follow only the syllabus for assignments, due dates and other relevant information. Some may have changed since the lectures were recorded. The lectures were recorded by CJC Department Chair, Dr. David Howard Ostroff. I will supplement with video updates as appropriate.***

Your Student Role Includes:
- Completing the assignments by deadline
- Watching the class lectures
- Participating in ALL discussions and exercises
- Being innovative and entrepreneurial
- Communicating often with your professor
- Checking Announcements Tab VERY often

My Instructor Role Includes:
- Facilitating your classroom success in a diplomatic, courteous, and fun environment
- Reviewing, grading, and offering commentary on your assignments
- Evoking discussion and having fun doing it!
- Resolving any issues that arise with assignments and other course materials
- Communicating often with YOU

Assignments
You will have regular assignments and these will be the basis for your final grade.

You will have written assignments, Discussion questions and quizzes during our course. There will be recorded lectures and supplemental videos for your viewing and learning.

There are THREE special projects due during our course. These involve interviews with professionals outside of our course and University and from experience I can tell you these will take time to complete due to information needed from these professionals DO NOT wait until the last minute to work on these assignments. I recommend you start as soon as possible on these assignments.

Weekly Discussion Posts
Discussion is an integral part of any course. This class will be no exception. You will be expected to read the assigned chapters, accompanying readings, view videos and actively participate in weekly discussions through the "Discussions" tab in the Canvas e-learning site. You will be expected to demonstrate that you are thinking about the issues by asking

questions, offering your own opinions and share justifications for those opinions, participating in class debate, posting comments and questions to the e-learning site and keeping your eyes and ears open for current events that may relate to class discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

Requirements
1. You will need an Internet connection to access class materials, view the lectures, and complete your assignments.
2. You must be able to communicate with the instructor. Most communications will be done via email and in the Canvas Classroom, but you may be asked to join Dropbox.com (a free online service) to share large files.

Ownership Education
As UF students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Announcements tab in Canvas shell
Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important information will be sent via email when it is posted in this tab.

COURSE POLICIES
Attendance Policy
This is an online asynchronously delivered course, attendance in the form of calling roll will not occur;

Late Work and Make-up Policy:
You are expected to prepare and submit your assignments on a timely basis. Due dates are clearly laid out in this syllabus.

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Late submissions will receive a 'zero' grade, and there will be no make-up assignments unless you have a doctor's note, a documented emergency or you have negotiated with me ahead of time for late work.

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or

even links to Dropbox folders to Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

Technical issue policy: Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: https://www.dso.ufl.edu/care/medical-withdrawal-process/ .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Coursework Submissions
In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

General Deadlines
This class, like others, involves many deadlines. Here is a summary reminder.
- Class weeks are Monday through Sunday
- Weekly lectures on Monday
- Weekly homework is due on Sunday
- Quizzes are due on Sunday
- Initial Discussion post is due on Thursday
- Discussion post classmate reply are due on Saturday

Grading
Your work will be evaluated as noted below. Late submissions policy is detailed in appropriate section of this syllabus, and, generally, there are no make-up assignments unless you have a doctor's note, a documented emergency, or you have negotiated with me ahead of time. **Also, please note: There is no "extra-credit offered in this course.**

Online Assignments	500 points
Weekly discussion assignments	100 points
Quizzes	300 points
Final Project	100 points

TOTAL   1000 points   100%

Online Assignments (30%)
Students will complete assignments each week throughout the semester. These assignments are designed to show your understanding and mastery of the course material and its application. Assignments will vary in their nature, so stay tuned and pay attention!

Discussions (25%)
Throughout the semester, students will be asked to respond to questions for discussion, research a topic or find a current article and provide a summary. Online classroom discussion post protocol is posted under **Announcements**, so make sure you read and understand it! **The deadline for these exercises will be 11:59pm EST for your initial Discussion reply and 11:59 p.m. EST Saturday night for at least TWO substantive classmate replies.**

Please note: the minimum word count for your initial Discussion Question reply is at least 250 words. The minimum word count for your classmate replies is at least 150 words.

Quizzes (20%)
Students will complete quizzes of various question length about course topics. **The deadline for quizzes will be 11:59pm EST Sunday nights**.

Final Project (25%)
This will be a multi-week assignment. The link to this assignment is on the Home page of Canvas, between Module 7 and Module 8.

**Grade Scale:**

A	93 and above	C	73-75.99
A-	90-92.99	C-	70-72.99
B+	86-89.99	D+	66-69.99
B	83-85.99	D	63-65.99
B-	80-82.99	D-	60-62.99
C+	76-79.99	F	59.99 and below

Note-- When the grade falls at a .5, I will carry the grade to the next decimal point for rounding purposes.

Grading policy
General University policies regarding grades can be found at
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Course Schedule and Assignment Details

Each class week runs from Monday to Sunday.

- Again, it is extremely important for you to know that I DID NOT create this class and I'm not the person you will see in the video lectures. We are fortunate to learn from lectures delivered by Dr. David Ostroff, who is the department chair of the UF Telecommunication Department. But, I'll add some interesting topics along the way, too.

- Finally, until I am comfortable that everyone is settled into our weekly course routine, I will only UNMUTE class assignments for <u>two weeks at a time</u>. It's important to keep everyone engaged together and to help our colleagues who may be having technical challenges. Thanks for your professionalism!

Module 1: Industry Structure (See all module dates on the class calendar. It is your responsibility to keep on schedule. I recommend printing out both the syllabus and calendar and marking through assignments as completed.)
- Read Articles in Canvas
- Watch lectures in Canvas
- Answer Discussion Question in Canvas
- Complete Homework Activity in Canvas
- Take Quiz 1 in Canvas

Module 2: History (2 Week Module)
- Read Textbooks Chapters 1 and 2
- Read additional articles in Canvas
- Watch lectures in Canvas
- Answer Discussion Question in Canvas (1 each week)
- Complete Homework Activity in Canvas (1 each week)
- Take Quiz 2.1 and 2.2 in Canvas (1 each week)

Module 3: Technology (1 Week Module)
- Read Textbook Chapter 3
- Read additional articles in Canvas
- Watch lectures in Canvas
- Answer Discussion Question in Canvas
- Complete Homework Activity in Canvas
- Take Quiz 3

Module 4: Networks and Other Outlets (2 Week Module)
- Read Textbook Chapters 4,5,6
- Watch lectures in Canvas
- Answer Discussion Question in Canvas (1 each week)
- Complete Homework Activity in Canvas
- Take Quiz 4
- BEGIN WORK ON TELEVISION LEADERSHIP INTERVIEW ASSIGNMENT DUE Oct 29

Module 5: Programming (2 Week Module)
- Read Textbook Chapters 8 and 9
- Watch additional videos in Canvas
- Watch lectures in Canvas
- Answer Discussion Question in Canvas (1 each week)
- Complete Homework Activity in Canvas
- Take Quiz 2.1 and 2.2 in Canvas

Module 6: Advertising/Sales— (2 Week Module)
- Read Textbook Chapter 7
- Watch lectures in Canvas
- Answer Discussion Question in Canvas (1 each week)
- Complete Homework Activity in Canvas (1 each week)
- Take Quiz 6
- ==BEGIN WORK ON ASCAP-BMI ASSIGNMENT DUE Nov 12==
- ==BEGIN WORK ON SPECIAL ASSIGNMENT DUE Dec 2 SEE LINK ON HOME PAGE BETWEEN MODULE 7 AND MODULE 8 FOR DETAILS==
-

Module 7: Audience Measurement/Analysis (2 Week Module)
- Read Textbook Chapter 12
- Watch additional videos in Canvas
- Watch lectures in Canvas
- Answer Discussion Question in Canvas (1 each week)
- Complete Homework Activity in Canvas
- Take Quiz 7.1 and 7.2 in Canvas (1 each week)

Module 8: Regulation (1 Week Module)
- Read Textbook Chapters 10 and 11
- Watch videos in Canvas
- Answer Discussion Question in Canvas
- Complete Homework Activity in Canvas
- Take Quiz 8 in Canvas

Module 9: International (2 Week Module)
- Read Textbook Chapter 14
- Watch lectures in Canvas
- Watch additional videos in Canvas
- Answer Discussion Question in Canvas (1 each week)
- Complete Homework Activity in Canvas
- Take Quiz 9 in Canvas

University Policies

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide

documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

**Netiquette: Communication Courtesy:
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor:
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help:
For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:
●   Learning-support@ufl.edu
●   (352) 392-HELP - select option 2
●   https://lss.at.ufl.edu/help.shtml

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at http://www.distance.ufl.edu/getting-help for:
Counseling and Wellness resources
        http://www.counseling.ufl.edu/cwc/Default.aspx
352-392-1575

- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation:
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

UF | College of Journalism & Communications
UNIVERSITY of FLORIDA

Introduction to Media Industries and Professions
Fall 2017

◄ Juli		August 2017				September ►
Sun	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**	**Sat**
20	21 Classes Start Module 1	22 Read Instructor Bio and post yours in Discussions tab	23	24	25	26 This week only ALL Discussion posts due Aug 26 (both your initial post and classmate replies)

	August 2017				◂ Juli	September ▸
Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 Module Activity 1 due M1 Quiz due	**28** Module 2	**29**	**30**	**31** Initial Discussion Reply due		

13

Sun	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**	**Sat**

September 2017 — ◄ August — October ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	**2** Classmate Discussion replies due
3 Module Activities due M2 Quiz 1 due	**4** W Module 2 Continued	**5**	**6**	**7** Initial Discussion Reply due	**8**	**9** Classmate Discussion replies due
10 Module Activities due M2 Quiz 2 due	**11** Module 3	**12**	**13**	**14** Initial Discussion Reply due	**15**	**16** Classmate Discussion replies due
17 Module Activities due M3 Quiz due	**18** Module 4	**19**	**20**	**21** Initial Discussion Reply due	**22**	**23** Classmate Discussion replies due
24 Module Activities due	**25** Module 4 Continued Begin work on Television Leadership Interview assignment in Canvas	**26**	**27**	**28** Initial Discussion Reply due	**29**	**30** Classmate Discussion replies due

October 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 M4 Quiz due	**2** Module 5	**3**	**4**	**5** Initial Discussion Reply due	**6**	**7** Classmate Discussion replies due
8 Module Activities due	**9** Module 5 continued	**10**	**11**	**12** Initial Discussion Reply due	**13**	**14** Classmate Discussion replies due
15 Module Activities due M5 Quiz due	**16** Module 6	**17**	**18**	**19** Initial Discussion Reply due	**20**	**21** Classmate Discussion replies due
22 Module Activities due	**23** Module 6 continued	**24** Begin work on semester end project Special Assignment. See link on Canvas Home page between Modules 7 and 8 for details	**25**	**26** Initial Discussion Reply due	**27**	**28** Classmate Discussion replies due
29 Module Activities due M6 Quiz due Television leadership interview due	**30** Module 7	**31**				

More Calendars: 2018, Word Calendar, PDF Calendar

November 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Initial Discussion Reply due	3	4 Classmate Discussion replies due
5 Module Activities due	6 Module 7 continued	7	8	9 Initial Discussion Reply due	10	11 Classmate Discussion replies due
12 Module Activities due M7 Quizzes due ASCAP BMI assignment due	13 Module 8	14	15	16 Initial Discussion Reply due	17	18 Classmate Discussion replies due
19 Module Activities due M8 Quiz due	20 Module 9	21	22	23 Initial Discussion Reply due	24	25 Classmate Discussion replies due
26 Module Activities due M9 Quiz due	27 Module 9 continued	28	29	30 Initial Discussion Reply due		

◄ November			December 2017			Januar ►
Sun	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**	**Sat**
					1	2 Classmate Discussion replies due Special Assignment due