

**RTV 3001**  
**INTRODUCTION TO MEDIA PROFESSIONS & INDUSTRIES**  
**SECTION 4688**

IMPORTANT INFORMATION:

Instructor: William A. Renkus, Ph. D.

Lecture: TWH Periods 4-5 (12:30 pm – 3:15 pm)

Room: MCCC 100

Office: 3065 Weimer (subject to change)

Office Hours: Tuesday & Wednesday 3:15 pm – 4:00 pm - or by appointment

E-mail: [warenkus@ufl.edu](mailto:warenkus@ufl.edu)

E-Learning: <http://lss.at.ufl.edu/>

COURSE DESCRIPTION:

Electronic media encompass all contemporary paths of mass communication into our lives: radio, television, cable, satellite and the Internet. This course investigates their dynamic influence by unveiling principles that govern media channels of information and entertainment. The goal for students is to understand how our media tools were created, were nurtured into an information industry, and now shape our lives in political, economic, and social ways. We will critically analyze the latest developments from the standpoints of media owners, advertisers, managers, producers, and audiences.

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

RECOMMENDED TEXTBOOK:

Joseph R. Dominick, Fritz Messere, and Barry L. Sherman. *Broadcasting, Cable, the Internet, and Beyond*, 7<sup>th</sup> ed. New York: McGraw-Hill, 2008.

**E-LEARNING:** RTV 3001 slides, study questions, and exam grades are available through **E-Learning** at <http://lss.at.ufl.edu/> and are organized by topic areas that correspond chronologically to material covered in the course. Please consult these items to assist note-taking and exam review.

**CLASSROOM POLICIES:**

- Please arrive on time, turn-off cell phones, & avoid leaving early during class
- No last-minute emails with twenty questions the day before the exam
- Will not respond to emails with questions the day before the exam
- No make-up exams will be given without 48 hour prior approval
- Warning: Cheating results in automatic F for the semester!

**ATTENDANCE:**

Students who attend lectures will perform better and learn more. Lectures provide an opportunity for enhanced learning through a free discussion of ideas, sharing of input and clarification of concepts. Your input will help others and yourself to grasp course content. Note that you will be responsible for not only assigned readings but also for details presented in class that are not in the text. Lectures will reflect recent developments in the telecommunication industry not covered in the text. Because the industry is so complex, this course will cover a lot of ground. As a result, regular attendance is necessary to succeed in this course.

**GRADING:**

Information on current University of Florida grading policies can be found at: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

<b><u>GRADING SCALE:</u></b>	900 – 1000	A
	867 - 899	A-
	833 - 866	B+
	800 - 832	B
	767 - 799	B-
	733 - 766	C+
	700 - 732	C
	667 - 699	C-
	633 - 666	D+
	600 - 632	D
	000 - 599	F

**ASSIGNMENTS:** Your final grade will be comprised of your total scores on three scheduled exams as well as completion of a group project. Exam material will be drawn from class lectures, discussions, and readings. Exam material will be designed to measure your understanding of key concepts in the field of Telecommunications. In order to succeed, students should remain current with assigned readings, class notes, and class discussions. Exams will not be cumulative.

GROUP PROJECT: Groups of students will be responsible for preparing and presenting information to the class that exhibits understanding and analytical insight into the development of the various telecommunication industries presented in lectures. Groups will be comprised of five students. There will be one presentation per lecture period. There will be no presentations on exam days. Each presentation must be five to six minutes long. Presentations may include speech, powerpoint, or performance. A three to five page, typewritten, double-spaced, paper must be turned in on the presentation day. Every group member receives the same grade. (Only the names listed on the paper will receive credit)

Grading Points:

Exam 1	300 pts.
Exam 2	300 pts.
Exam 3	300 pts.
<u>Group Project</u>	<u>100pts.</u>
Total	1000 pts.

A study guide will be available to review before each exam. In addition, a portion of the class prior to each exam will be spent answering questions pertaining to course material. No make-up exams will be given without prior notification and subsequent written documentation of a medical excuse or extreme personal emergency. **Arrangements for any make-up exams must be made 48 hours before the original exam date.**  
**Instructor reserves the right to alter the form and content of make-up exams.**

You must have a Gatorlink ID to access your exam grades online. All registered students will be able to access their grades by following the instructions online at: <http://lss.at.ufl.edu/> If you do not have a Gatorlink ID or can't remember your login information, please visit <http://gatorlink.ufl.edu> or call the CIRCA help desk at 392-HELP

ACADEMIC HONESTY:

Students who have enrolled at the University of Florida must have read and signed an honor code. By doing so, you have pledged that you will maintain the highest level of academic integrity. Plagiarizing others work is a serious infraction that will result in a student being subject to sanctions set forth in the Student Conduct Code. To view the University of Florida Honor Code go to <http://www.dso.ufl.edu/STG/default.html>

DISABILITY STATEMENT:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email: [accessuf@dso.ufl.edu](mailto:accessuf@dso.ufl.edu)  
Voice: 352-392-8565 x200

INSTRUCTOR/STUDENT AGREEMENT:

By accepting this syllabus, you agree that only through cooperation, class attendance, and commitment to semester objectives can we meet the goals of this class. Instructor reserves the right to alter calendar, assignment and exam schedules.

THE COURSE WILL BE DIVIDED INTO THREE SECTIONS:

SECTION ONE: HISTORY OF ELECTRONIC MEDIA

July 3 Chapter 1: Mass Communication Transformation & Sign Up For Group Projects

July 4 No Class

July 5 Chapter 4: Audio Media & Sign Up For Group Projects

July 10 Chapter 4: Audio Media & Sign Up For Group Projects

July 11 Chapter 5: Visual Media

July 12 Chapter 5: Visual Media & Review for Exam # 1

July 17 **Exam # 1**

SECTION TWO: TECHNOLOGY & ELECTRONIC MEDIA TODAY

July 18 Chapter 6: Interactive Media

July 19 Chapter 7: Impact of Social Media

July 24 Audio & Video Technology

July 25 Audio and Video Technology & Review for Exam # 2

July 26 **Exam # 2**

SECTION THREE:

INDUSTRY, REGULATION, PROGRAMMING, & AUDIENCE

July 31 Industry & Business

Aug 1 Programming & Ratings

Aug 2 Programming & Ratings

Aug 7 Chapter 11: Law & Regulation

Aug 8 Chapters 8 & 13: News & Politics & Review for Exam # 3

Aug 9 **Exam # 3**