



RTV 3001: Introduction to Telecommunication

Fall 2015 – Course Website: <https://lss.at.ufl.edu> - Select “e-Learning in Canvas.”

Instructor: Prof. Gladys L. Cleland (1986 M.A. JMC Gator!)

Email: clelangl@jou.ufl.edu or clelangl@gmail.com (personal)

Skype: By appointment – thegladbo

Welcome to “Introduction to Telecommunication!”

The main learning objective is to provide you with an introduction and foundational knowledge for several topics:

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. 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.

Your Student Role includes:

Completing the assignments by deadline; watching the class lectures; participating in ALL discussions and exercises; being innovative and entrepreneurial; and communicating often with your professor ☺

My Instructor’s 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; and communicating often with YOU ☺ My bio is posted in your email.

- I am a highly interactive prof who is online throughout the day but, especially during the evening hours after I walk the dogs!
- I also am happy to speak with you via telephone and Skype by appointment.
- Finally, it is extremely important for you to know that I DID NOT create this class, so I may be discovering challenges along the way with you. Professional courtesy is expected!

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 ☺

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.

E-Learning in Canvas:

The class website is listed on the first page of this syllabus.

Problems with access? Please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352.392.4357 – option 2). You also may seek assistance at Learning-support@ufl.edu and <http://lss.at.ufl.edu/help.shtml>

Gator Honor Codes and Policies for Special Needs:

It is YOUR responsibility to research, read, understand and utilize the following codes and services to make each UF course experience productive, successful and enjoyable!

1. Academic Misconduct

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

2. Accommodation for Students with Disabilities: Students requesting classroom accommodation must first register with the Dean of Students Office. A professional from the Dean of Students Office will provide documentation to the student, who then has the responsibility to provide that documentation to the Instructor when requesting accommodation. For more information, visit: <http://ww.dso.ufl.edu/drc/>

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

4. Instructor Evaluation: Students are highly encouraged 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 notified of specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

5. Netiquette: This is our classroom “social contract.” All members of the class are expected to follow rules of common courtesy in all forms of communication but, especially, email messages, threaded discussions and chats. Don’t forget to use professionalism, too, when interacting via a telephone or Skype conversation! Please read through the following guide for more information about common courtesy in online courses at: <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

Grading (This is your guide to success!):

Your work will be evaluated according to the distribution outline on page 3. Late submissions receive a “zero” grade 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.**<<<

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 prompt questions for discussion; research a topic or find a current article and provide a summary; or participate in an individual or group exercise to provide short commentary about that activity. Online classroom discussion post protocol is posted under **Announcements**, so make sure you read and understand it! **The deadline for these exercises will be 11:55 p.m. Friday nights.** Some discussion posts may require you to respond to one or two colleagues with substantial information to earn full assignment points. *Read carefully!*

Quizzes (20%)

Students will complete quizzes of various question length about course topics. **The deadline for quizzes will be 11:55 p.m. Tuesday nights.**

Final Project (25%)

For the final project, assigned groups will work collaboratively to create a sophisticated Multi-media and/or PowerPoint presentation on a specific topic. As part of your grade, you also will need to submit evaluations for each of your group members. Failure to complete this portion of the final project will result in a five-point deduction *specifically for YOU* from the group’s overall project grade. Detailed information for this project will be posted under **Announcements in Week 4.**

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

Course Schedule:

Each class week runs from Monday to Sunday, with the exception of the first week to include class colleagues who engaged in the ADD/DROP period.

- **Assignment deadlines and other class details for each Module Week will be posted in the ANNOUNCEMENTS section of this online classroom, generally each Sunday – *check both announcements and email at least twice per day!***
- 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. In short, I do not sport a really cool, suave beard, like Dr. David Ostroff, who is the department chair of the UF Telecommunication Department! I am a seasoned broadcast professional and academic journalist, so 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 assignment for two weeks at a time. It's important to keep everyone engaged together and to help our colleagues who may be having technical challenges. Thanks for your professionalism!

Classes begin August 24 and end Dec. 9, 2015. Below is a tentative module schedule, which is subject to change.

Module 1: Welcome! Introduction to the Electronic Media System

Module 2: Historical Perspectives

Module 3: Historical Perspectives, continued

Module 4: Technical Bases

Module 5: Technical Bases, continued

Module 6: Outlets and Networks

Module 7: Outlets and Networks, continued

Module 8: Programming

Module 9: Programming, continued

Module 10: Advertising

Module 11: Advertising Measurement

Module 12: Regulation and Policy

Module 13: International Electronic Media

Module 14: New Technologies

Final Week of Classes ~ “Go Forth and Communicate!” ~Prof. Gladys ☺