



**RTV 3007**  
**Introduction to Telecommunication**  
**Spring 2015**

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The University requires that students receive a syllabus during the first week of the term. This syllabus contains course policies, schedules, and other information relevant for students in this course and those of you expecting to major in Telecommunication. Please read it carefully. If you have questions about its contents or other policies relevant to this course, **ASK!!**

Ignorance of the material contained in this syllabus is not an acceptable excuse for failing to observe those policies.

I. Course Description

## ***What You'll Learn in this Course***

This course is designed to introduce you to the electronic media industries of the United States. By the nature of their position, the emphasis will be on the radio and television broadcasting industries; however, we will also deal with such media as cable television, satellite communication, and the like.

**The focus is on these media as corporate and business systems within the broader media system operating in the diverse and pluralistic environment of the U.S.** Thus, you can expect to leave the course knowing:

a. The technical characteristics of the electronic media. An emphasis is how these technical characteristics affect the economic and regulatory functions of these industries.

b. How the electronic media industries are organized. We will examine the various components of those industries, and the relationships among these components.

c. The business, social, and regulatory environments in which these industries operate.

d. The historical development of these media industries, with special emphasis on the important contributors and the conditions which helped shape them into their current forms.

e. Current issues which are shaping the present and future direction of these industries.

f. The preparation and role of the individual professional within these industries.

Student Learning Objectives Introduced in this course:

### *Content*

1. Identify, describe, or apply concepts and theories in the use and presentation of content.
2. Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity
3. Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions

### *Critical Thinking*

4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions

### ***Some Important Things to Understand about What this Course Is... and Is Not***

This is not a course about popular culture, media criticism, or “how to.” Rather, think of it as a course designed to teach future professionals about the **language and culture** you will need to know to succeed in the world of the electronic media.

This is an **introductory** course. If you are a graduating senior, you may find the course material and the methods of instruction simplistic; they’re supposed to be—that’s what we mean by “introductory”!

The emphasis in this course is on the basics of telecommunication. Most notably, this means knowledge of the basic facts and terminology used by professionals who work with and within the industries.

Information for which you will be responsible will be presented in lectures, textbook readings, other assigned readings, and audio-visual presentations.

### **Course Materials**

#### **Textbook:**

Joseph Dominick, Fritz Messere and Barry L. Sherman, ***Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media*** 7<sup>th</sup> ed. McGraw-Hill, 2012.

Other readings may be assigned; these will be placed on reserve in the Weimer Hall Reading Room, distributed in class, or found on the website.

**Lecture** will serve a variety of purposes. They will...

- update material that has changed or been added since the publication of the textbook.
- provide additional explanation or illustration of textbook material.
- provide redundancy to facilitate learning of complicated and difficult topics.

- give you an opportunity to seek clarification of content in the textbook
- cover topics not included in the textbook

## ***II. Course Policies***

**Accommodation for Students with Disabilities:** 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.

### ***What You're Responsible For***

Because of the manner in which this course is conducted you should expect to bear considerable individual responsibility for completion of reading assignments, acquisition of lecture materials and handouts, etc.

**A. Quizzes:** Quizzes will be objective in nature--multiple choice, True/False, and/or matching questions.

**B. Make-up quizzes** will be given only under the following circumstances:

- 1). The instructor is notified in advance that the quiz will be missed (Do not call the instructor at home!).
- 2). A suitable written excuse from a doctor (NOT AN INFIRMARY CLERK), judge, or legitimate professional is provided as soon as feasible.
- 3). The instructor accepts the excuse as legitimate.
- 4). Arrangements for the make-up quiz are made within 72 hours of the original date/time of the quiz.

**C. Activities and Discussions** You will be expected to post comments to the discussion boards on specific topics, and to post responses. You will also be expected to undertake certain activities which may involve reading an assigned article, visiting a website, or other source, and to post a written report. ***Please consult the module list for details and due dates.*** ***Assignments not completed by the due date, and have not been given prior approval for a late submission will receive a grade of 0.***

***UNIVERSITY POLICIES REGARDING PLAGIARISM AND CHEATING WILL BE STRICTLY ENFORCED ON ALL QUIZZES. YOU ARE EXPECTED***

**TO ABIDE BY THE UNIVERSITY'S HONOR CODE AND ACADEMIC HONESTY GUIDELINES. STUDENTS WHO VIOLATE THESE RULES WILL RECEIVE A GRADE OF "E" AND WILL BE REFERRED TO STUDENT JUDICIAL AFFAIRS**

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, 392-1261.

### III. Grading Criteria

Each assignment is worth a set number of points. Final grades will be determined based on the percentage of the total number of points you earn. There is no curve. Final percentages ending in .5 or higher will be rounded up (for example 79.5 will be rounded to 80)

A 93-100	C 70-76
A- 90-92	C- 67-69
B+ 87-89	D+ 64-66
B 83-86	D 59-63
B- 80-82	D- 55-58
C+= 77-79	

**As in life, there is NO extra credit available. Please don't ask. Do well on the quizzes and assignments.**

**I will be happy to explain why you might not have achieved the highest possible score. However, unless there was a mechanical error in grading, please do not ask to have a grade changed.**

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

**A Few Study Hints: How to Do Well in this Course!!**

Read the chapters in the order listed above, as that is the order that will be followed in lectures.

Don't get too far ahead in your reading. You won't remember it any better than if you just follow along with the pace of the lectures.

To get the most from the combination of textbook readings and lectures, and to do well on the quizzes, read the assigned chapters prior to the start of each topic. At the conclusion of the topic, review those chapters and your lecture notes again. Ask questions if anything is unclear. Then, review more completely prior to the scheduled quiz.

There is a lot of information. You will be able to learn it best if you do so in small chunks. The night before a quiz should be for review, not first-time exposure!

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

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>.

**RTV 3007 Course Outline and Schedule of Assignments  
(Subject to Modification)**

Week 1      Jan 6-9      **Welcome to course and Introduction: The Electronic Media System**

Weeks 2-3 Jan 12-23 ***Historical Perspectives***

How the media system evolved  
Historical conditions which contributed to the current structure  
and operation of the media

Weeks 4-5 Jan 26-Feb 6

**Technical Bases**

How radio and video work  
How the technical characteristics affect the structure, regulation,  
and economics of the media system  
Satellites, cable, and other distribution/delivery systems

Weeks 6-7 Feb 9-20

**Outlets and Networks**

Station organization and operations  
The network system  
Relationship between stations and networks  
Cable and other "new" media and their relationships with Broadcasting  
Public Broadcasting

Weeks 8-9 Feb 23-27/Mar 9-11 **Programming**

Where and how programs are developed

Weeks 9-10 Mar 13-20

**Advertising**

Broadcast sales and advertising  
Commercial practices  
Regulation of broadcast advertising

Weeks 11-12 Mar 23-Apr 3

**Audience Measurement**

How the ratings services operate  
How the media use ratings information  
How ratings statistics are calculated and what they mean

Weeks 13-14 Apr 6-15

**Regulation/Policy** (Chs)

Why the media are regulated  
Important laws and regulations  
Federal Communication Commission Organization and Operations  
The First Amendment and other content regulation

Weeks 14-15 Apr 17-22

**International Electronic Media**

Why and how governments operate international broadcast services

International news organizations  
Television and video programming goes international