
RTV3007

Introduction to Telecommunication Section 3375

Fall 2013
T 8th and 9th pds., R 9th pd.
1064 Weimer (Gannett Auditorium)

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Office Hours: M 6th and 7th pds. W 6th
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Overview

This course investigates the development of electronic media- TV, radio, cable, satellite, and Internet- into an information industry; the dynamic political, economic, and social influence of electronic media on our lives; and the perspectives of media owners, advertisers, managers, producers, and audiences.

Course Objectives

Students will gain knowledge of the telecommunication industry with an emphasis on broadcasting and cable. In addition, changes in new media, business practices, converging markets, and regulatory philosophies will be addressed. We will learn and discuss the following developments:

- The historical development of broadcasting and cable television
- The technologies involved in the creation of electronic media
- The structure, economics, and regulation of electronic media
- The political and legal frameworks for media content and management
- The economics of electronic media, including programming and ratings
- The lexicon of each subset of the telecommunication industry

Course Policies

- Please arrive on time, turn off cell phones, and avoid leaving early during class.
- Laptops are permitted for content related to class only.
- No make-up exams will be given without appropriate documentation and 72 hours prior approval.
- ALL grades are final after one week.

Required Textbook

Joseph R. Dominick, Fritz Messere, and Barry L. Sherman. *Broadcasting, Cable, the Internet, and Beyond*, 7th ed. New York: McGraw-Hill, 2012.

E-Learning Site

Course slides, study guides, and exam grades are available through **Sakai** 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.

- **CHEATING AND OTHER FORMS OF ACADEMIC DISHONESTY WILL RESULT IN AN AUTOMATIC E!**

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, including video materials and guest speakers. 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. Attendance is expected and will be recorded periodically throughout the semester.

Evaluation

Your final grade in this course will be comprised of your scores on three scheduled exams, two in-class group activities, quizzes, and attendance.

Exam 1	100 pts.
Exam 2	100 pts.
Exam 3	100 pts.
In-Class Activities	75 pts. (25 each)
<u>Attendance</u>	<u>25 pts.</u>
Total	400 pts.

Grading Scale

A	372 points and above	C	292 to 303 points
A-	360 to 371 points	C-	280 to 291 points
B+	344 to 359 points	D+	264 to 279 points
B	332 to 343 points	D	252 to 263 points
B-	320 to 331 points	D-	240 to 251 points
C+	304 to 319 points	E	250 points and below

My Grades:

Exam 1: _____

Exam 2: _____

Exam 3: _____

In-Class Activities: _____

Attendance: _____

Total Points: _____/400

Grade: _____

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>

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. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email: accessuf@dso.ufl.edu, Voice: 352-392-8565 x200

Instructor and 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.

Course Schedule

*Reading posted to Sakai

Date	Topic	Reading/Assignment
Section One: History of Electronic Media		
Aug. 22	Introduction	
Aug. 27	Telecommunication Overview	Pew State of the Media Report*: Executive Summary, Special Reports: The Changing TV News Landscape, Digital Developments, Network, Cable, Local TV, and Audio
Aug. 29	History of Broadcast Media	Chapter 1
Sept. 3		
Sept. 5		
Sept. 10		
Sept. 12	History of Cable, Home Video, and the Internet	Chapter 2
Sept. 17		
Sept. 19	Review for Exam 1	Study Guide
Sept. 24	Exam 1	
Sept. 26	In-Class Activity #1	
Section Two: Technology and Electronic Media Today		
Oct. 1	Audio & Video Technology	Chapter 3
Oct. 3		
Oct. 8		
Oct. 10	Radio Today	Chapter 4
Oct. 15	Broadcast, Cable, and Satellite TV Today	Chapter 5
Oct. 17		
Oct. 22	The Internet and New Media Today	Chapter 6
Oct. 24	Review for Exam 2	Study Guide
Oct. 29	Exam 2	
Oct. 31	In-Class Activity #2	
Section Three: Industry, Regulation, Programming, and Audiences		
Nov. 5	The Business of Broadcast, Cable, and New Media	Chapter 7
Nov. 7		
Nov. 12	Radio and TV Programming	Chapters 8, 9
Nov. 14		
Nov. 19	Rules and Regulations	Chapter 10
Nov. 21	Ratings and Audience Feedback	Chapter 12
Nov. 26	Review for Exam 3/ In-Class Activity #3	Study Guide
Nov. 28	NO CLASS – HAPPY THANKSGIVING!	
Dec. 3	Exam 3	