

RTV 3007: INTRODUCTION TO TELECOMMUNICATION SECTION 4688

Instructor: Gillian Wheat
Lecture: TWR, Periods 4-5 (12:30PM – 3:15PM)
Room: 1064 Weimer
Office: G029 Weimer
Office Hours: TW, 3:30PM – 5:00PM
Email: gawheat@ufl.edu
Phone: 352-392-8271

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 telecommunications 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 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 issues involved in content and management decisions
- The economics of electronic media, including programming and ratings
- The lexicon involved within subsets of the telecommunications industry

REQUIRED TEXTBOOK

Joseph R. Dominick, Fritz Messere, and Barry L. Sherman. *Broadcasting, Cable, the Internet, and Beyond*, 7th ed. New York: McGraw-Hill, 2011.

CLASSROOM POLICIES

- Please arrive on time, turn off cell phones, and avoid leaving early during class
- Laptops are permitted, but they are to be used strictly for content related to this class
- No make-up exams will be given without prior approval
- Warning: Cheating results in automatic E 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, including video materials and guest speakers. Lectures will reflect recent developments in the telecommunications 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 <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grade	Point Range
A	933 - 1000
A-	900 - 932
B+	867 - 899
B	833 - 866
B-	800 - 832
C+	767 - 799
C	733 - 766
C-	700 - 732
D+	667 - 699
D	633 - 666
D-	600 - 632
E	0 - 599

EXAMS AND GROUP PROJECT

Your final grade is comprised of your total scores on three scheduled exams, as well as a group paper/presentation. 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.

Exam 1	300 points
Exam 2	300 points
Exam 3	300 points
Group Project	100 points
Total	1000 points

No make-up exams will be given without prior notification and subsequent written documentation of a medical excuse or extreme personal emergency. Instructor reserves the right to alter the form and content of make-up exams. **Arrangements for any make-up exams must be made within 72 hours of the original exam date. This policy will be strictly enforced with no exceptions.**

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 catalog at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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 the work of others 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/sccr/process/student-conduct-honor-code/>

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 Phone: 352-392-8565

COURSE EVALUATIONS

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>

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.

TENTATIVE SCHEDULE

Section One: History of Electronic Media

July 2 – Introduction/Chapter 1: History of Broadcast Media

July 3 – Chapter 1 (cont'd)

July 4 – No Class (Independence Day)

July 9 – Chapter 2: History of Cable, Home Video, and the Internet

July 10 – Chapter 2 (cont'd)

July 11 – Exam 1

Section Two: Technology and Electronic Media Today

July 16 – Chapter 3: Audio and Video Technology

July 17 – Chapter 4: Radio Today

July 18 – Chapter 5: Broadcast and Cable/Satellite TV Today

July 23 – Chapter 6: The Internet, Web Audio, and Web Video

July 24 – Exam 2

Section Three: Industry, Programming, Regulation, and Audience

July 25 – Chapter 7: The Business of Broadcasting, Cable, and New Media

July 30 – Chapter 8: Radio Programming

July 31 – Chapter 9: TV Programming

August 1 – Chapter 10: Rules and Regulations

August 6 – Chapter 12: Ratings and Audience Feedback

August 7 – Exam 3

August 8 – Group Presentations/Papers Due