

KUTZTOWN UNIVERSITY
Department of Electronic Media
Spring Semester 2017

Course: TVR 010 - Introduction to Electronic Media (Section 20)

Instructor: Prof. Cliff Neill

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Office: Rickenbach 204

Hours: MW 10:30 a.m. to 11:30 a.m.

TT 12 p.m. to 1:30 p.m.

Other times by appointment

Course Goals: This course is designed to introduce the student to the philosophical, historical, technical, social, economic, political, and psychological aspects of electronic media. Radio, broadcast television, cable television, and other electronic media are given specific consideration, as is the distribution of signals and programming.

Text: McGregor, M. A., et al. (2010). *Head's broadcasting in America: A survey of electronic media* (10th ed.). Boston: Allyn & Bacon.

Methods: The course will be conducted primarily through classroom lectures and scheduled tests. Students may also be asked to present to the rest of the class their own understanding of fundamental concepts in electronic media.

Punctuality, Courtesy: Each student is expected to arrive on time for and to attend all classes, except in the event of circumstances provided for in the attendance policy of the University. ***Any student arriving after the daily roll has been taken is responsible for contacting the instructor at the end of the class period to have his/her attendance recorded.*** Students arriving for a test after the first student completing the test has left the classroom will not be permitted to take the test, nor will the opportunity be provided for taking a make-up test. ***Cell phones MUST be silenced and removed from student desks during class periods.***

Reading Assignments: To allow for classroom discussion and clarification, students are expected to read each assigned chapter of the text *before* the lecture dealing with the material in that chapter.

Assessment: Each student's performance will be evaluated in terms of his/her knowledge of the course material as demonstrated through scheduled tests. Unless there is evidence of a University-approved excuse or ***prior*** arrangements concerning other absences have been made with the instructor, no make-up tests will be provided.

No absence will be considered excused without the presentation of appropriate written documentation.

Tests 1, 2, and 3: 300 points (100 points each)

Film & TV Discussions: 100 points

Final Exam: 200 points

Final Group Project: 200 points

Class Participation: 200 points

TOTAL 1000 points

Grading scale:

900-1000 points = A 740-779 points = C+

880-899 points = A- 700-739 points = C

840-879 points = B+ 600-699 points = D

800-839 points = B Less than 600 points = F

780-799 points = B-

Tentative Course Schedule and Reading Assignments:

Date Topic Text Section Covered

Jan 23 Course Introduction; Chapter 1: Introducing Electronic Media 1 – 12

25 Chapter 1: Introducing Electronic Media (cont'd) ---

30 Chapter 2: From Radio to Television 13 – 40

Feb 1 Chapter 2: From Radio to Television (cont'd) ---

06 Chapter 3: Cable and Newer Media 41 – 64

08 **TEST 1**

13 Chapter 4: Film History *A History of Film* by M.M. Eboch Online Library PDF

15 Chapter 4: Film History (cont'd) ---

20 Chapter 5: Notable Films & TV Programs

22 Chapter 6: Commercial Operations 121 – 149

27 Chapter 6: Commercial Operations (cont'd)

Mar 1 **TEST 2 Assign Final Group Projects**

06 Chapter 7: Noncommercial Services 150 – 165

08 Chapter 7: Noncommercial Services (cont'd)

13 **SPRING BREAK)**

15 **SPRING BREAK**

20 Chapter 8: Programs and Programming Basics (cont'd) **EM FRENZY TEAM SELECTION**

22 Chapter 8: Programs and Programming Basics (cont'd)

27 Chapter 8: Programs and Programming Basics (cont'd)

29 Chapter 9: **Audience Measurement/Sales** 198 – 217

Apr 3 Chapter 9: Audience Measurement/**Sales 133-142**

05 **TEST 3 EM FRENZY TEAM SELECTION**

10 Chapter 11: The Communications Act/FCC 234 – 255

12 Chapter 11: The Communications Act/FCC (cont'd)

17 Chapter 12: Constitutional Issues and Content Regulation 256 – 277

19 Chapter 12: Constitutional Issues and Content Regulation (cont'd) ---

24 Chapter 13: A Global View 278 – 298

26 **FINAL GROUP PROJECT PRESENTATIONS Day 1**

May 1 **FINAL GROUP PROJECT PRESENTATIONS Day 2**

03 **FINAL EXAM REVIEW...EM FRENZY!**

May 12 FINAL EXAM 8AM