

Cover Sheet: Request 10542

RTV3001

Info

Process	Course Modify Ugrad/Pro
Status	Pending
Submitter	Ostroff,David Howard dostroff@ufl.edu
Created	11/8/2015 3:03:33 PM
Updated	1/14/2016 12:44:21 PM
Description	Change title from Introduction to Telecommunication to Introduction to Media Industries and Professions

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunicat 012303000	Ostroff, David Howard		11/8/2015
Deleted RTV3001 syllabus sample.docx					11/8/2015
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		12/14/2015
Added ucc-syllabus-checklist.pdf					11/9/2015
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Baker, Brandi N	Added to January agenda	12/14/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/14/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|Modify for request 10542

Info

Request: RTV3001

Submitter: Ostroff,David Howard dostroff@ufl.edu

Created: 11/8/2015 3:03:34 PM

Form version: 1

Responses

Current Prefix: RTV

Course Level: 3

Number : 001

Lab Code : None

Course Title : Introduction to Telecommunication

Effective Term : Earliest Available

Effective Year : Earliest Available

Requested Action : Other (selecting this option opens additional form fields below)

Change Course Prefix?: No

Change Course Level?: No

Change Course Number?: No

Change Lab Code?: No

Change Course Title?: Yes

Current Course Title: Introduction to Telecommunication

Proposed Course Title: Introduction to Media Industries and Professions

Change Transcript Title?: Yes

Current Transcript Title: INTROD TELECOMMUNICA

Proposed Transcript Title (21 char. max): Intro to Media Indust

Change Credit Hours?: No

Change Variable Credit?: No

Change S/U Only?: No

Change Contact Type?: No

Change Rotating Topic Designation?: No

Change Repeatable Credit?: No

Change Course Description?: No

Change Prerequisites?: No

Change Co-requisites?: No

Rationale: Current course title is restrictive, and does not adequately describe content of course as it is taught



RTV 3001
Introduction to Media Industries and
Professions
Fall 2015

Instructor: Dr. David Ostroff

Telephone: 392-0436

Office Hours: Tuesday 10-11:30 and Wednesday 2:30-4:00 are reserved for students in RTV 3000. Other times are first-come, first served.

Office: Weimer 2081

e-mail: dostroff@jou.ufl.edu

The University requires that students receive a syllabus during the first week of the term. As this policy suggests, a **syllabus is not simply something we distribute to kill time on the first day of class**. This syllabus contains course policies, schedules, and other information relevant for students in this course and those of you expecting to major in Telecommunication. 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 media industries of the United States. These include a complex and sometimes confusing mix of over-the-air radio and television, wired cable and broadband services, satellite systems, comprised of professionals in content creation, news, sales, promotions, research, among others, and operating in an environment of U.S. and international law and regulation.

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 are expected to leave the course knowing:

- a. The technical characteristics. An emphasis is how these technical characteristics affect the economic and regulatory functions of these industries.
- b. How the industries are organized. We will examine the various components of those industries, and the relationships among these components, such as networks and affiliates, content creators and network, local, and over-the-top services.
- 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.

***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”!

*Because the subject is one which probably every American—if not almost every human—has some first-hand knowledge, some people think it should be an easy course. The reality is somewhat different! After all, everyone has first-hand knowledge of electricity, cars and food; many people reading this may have some acquaintance with wine. But no one would expect that an introductory course in electrical or mechanical engineering; agricultural sciences or oenology would necessarily be easy. **Please don’t assume this one will be easy, either.***

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.

What I’m Responsible For

My responsibility to the taxpayers and voters of the state of Florida (including employers in the electronic media) is to educate you about the most current information about the Telecommunication industries. That responsibility does not extend to how well you perform on any particular quiz. I will do all that I can to help you learn the material covered in this course, but you bear the ultimate responsibility for learning and performing.

I’m not responsible for providing you with entertainment for 3 hours a week. Frankly, not everything that is covered in this course is all that interesting to me, either! But, if we weren’t sure that it is important that you know the information, we wouldn’t waste your time presenting it. If nothing in this course piques your interest, you may want to consider a different profession.

Course Materials

Textbook:

Joseph Dominick, Fritz Messere and Barry L. Sherman, ***Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media*** 5th 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.

Class lectures 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

Course materials, such as overheads, this syllabus, and grades will be posted on the course website through the Canvas e-learning system.

There will be a class list-serve (e-mail) that will be used to distribute important information and announcements about class assignments, quizzes, schedules, etc. You are responsible for maintaining an e-mail account that allows you to receive these messages, and to regularly check for messages. ***The list-serve sends e-mails to your Gator Link account. If you use another service (AOL, Hotmail, etc) set your Gator Link account to forward e-mail to your preferred service!!***

II. Course Policies

What You're Responsible For

Because of the manner in which this course is conducted--a large lecture situation--you should expect to bear considerable individual

responsibility for completion of reading assignments, acquisition of lecture materials and handouts, etc.

While we will not be able to take formal attendance, you should be aware of the following:

- I may not know your name, but I do remember faces. If you haven't been coming to class, or haven't been paying attention in class, don't expect a sympathetic reaction to a problem.
- My experience is that regular attendance does have a positive relationship with performance on quizzes

Individual attention to the particular needs of each student, and monitoring of each student's progress is often difficult **unless you make me aware of a special problem**. If you are unclear about material in lectures and/or readings, if you have other questions, or you need assistance please see me as soon as possible.

A. Quizzes: Quizzes will be objective in nature--multiple choice, True/False, and/or matching questions. There will be five quizzes during the term, covering the textbook chapters, other assigned readings, lectures, and audio-visual presentations as indicated in the course outline, below.

EACH QUIZ WILL ACCOUNT FOR 1/5 OF YOUR FINAL GRADE.

There is no "study guide." You are responsible for assigned material. If there are sections of the text over which you will not be tested I will let you know in advance. Otherwise, if it's in the text or lecture, you may be asked a question about it.

I will make arrangements for students with documented disabilities to take the quizzes in an appropriate setting. However, do not wait until after the first quiz to talk to me. Inform me of your problem or need in advance so we can ensure that you get the assistance you require. Students with such challenges must first register with the Dean of Students Office and then provide me with an official statement from the Dean of Students Office detailing his or her situation.

If you need to take the quizzes at the Testing Center, let me know early in the semester to avoid any scheduling problems.

Quizzes will be given on the days listed in the course outline, unless schedule changes are necessary. In no case will a quiz be rescheduled to an earlier date than listed.

NO ONE WILL BE ADMITTED TO THE CLASSROOM ON QUIZ DAYS AFTER THE QUIZZES HAVE BEEN DISTRIBUTED

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.

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.

C. **Classroom Policies:** Each student is responsible for getting notes, handouts, and any other information distributed in class.

This is a University course, not a convenience store; do not expect me to maintain backlogs of handouts, etc., for distribution at times other than the class hours.

The conditions in large lecture courses are often conducive to activities other than attention to lectures and other classroom presentations. What you chose to do is your business--as long as it does not interfere with the instructor or any other students.

I do not make my notes or course materials available to any commercial service except Custom Copies. Use of materials from any other source is at your own risk.

Here are a few things which are **not permitted**:

- **NO cell phones. Turn it off before entering class!!**
- **Social Chatting. If you must catch up with what's happened with your friends since the last class meeting, head over to the Union, buy your favorite beverages, and have a good time.**
- **There are many wonderful places on campus to read the newspaper. Gannett Auditorium is not one of them. Otherwise, leave the newspapers closed up!**

Activities which interfere with the functioning of this course will be grounds for dismissal from the course.

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.

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.

III. Grading Criteria

Each quiz is worth 1/5 of your final grade. Final letter grades will be assigned based on your **average percentage** score for the five quizzes. **Individual letter grades will not be assigned to any single quiz.** You will notice the grading scale does not follow the traditional 90-80-70 breakdown. **The grading scale is already curved, based on the historical performance of students in this course.**

A= 88%+	C= 65%+
B+= 85%+	D+= 60%+
B= 80%+	D= 55%+
C+= 77%+	

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

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!

**RTV 3001 Course Outline and Schedule of Assignments
(Subject to Modification)**

Wed Aug 24 **Orientation to Course**

Fri Aug 26- Fri Sep 9 (Sep 5--Labor Day) **Historical Perspectives** (Chs 1 and 2)

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

MONDAY SEPTEMBER 12 QUIZ 1

Wednesday Sep 14- Fri Sep 23 **Technical Bases** (Ch 3)

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

MONDAY SEPTEMBER 26 QUIZ 2

Wednesday Sep 28 –Wednesday Oct 19 (October 7 Homecoming) **Industry Structure** (Chs 4, 5, 6, 14)

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

FRIDAY OCTOBER 21 QUIZ 3

Mon Oct 24 – Wed Nov 16 (November 12 Veterans Day) **Industry Economics**
(Chs 7, 8, 9, 12)

Where and how programs are developed
Broadcast sales and advertising
Commercial practices
Regulation of broadcast advertising
How the ratings services operate
How the media use ratings information
How ratings statistics are calculated and what they mean

FRIDAY NOVEMBER 18 QUIZ 4

Mon Nov 21– Wed Dec 7 (Thanksgiving Nov 25) **Regulation/Policy** (Chs 10, 11, 13)

Why the media are regulated

Important laws and regulations

Federal Communication Commission Organization and Operations

The First Amendment and other content regulation

THURSDAY DECEMBER 15 7:30 – 9:30 AM (!) QUIZ 5

Organization, form of presentation, and graphics used in this course are
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without permission may be subject to criminal and /or civil penalties.

All UCC1 forms and each UCC2 form that proposes a change in the course description or credit hours must include this checklist in addition to a complete syllabus. Check the box if the attached syllabus includes the indicated information.

Syllabus MUST contain the following information:

Instructor contact information (and TA if applicable)

Course objectives and/or goals

A weekly course schedule of topics and assignments

Required and recommended textbooks

Methods by which students will be evaluated and their grades determined

A statement related to class attendance, make-up exams and other work such as: "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>."

A statement related to accommodations for students with disabilities such as: "Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page:

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

A statement informing students of the online course evaluation process such as: "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>."

It is recommended that syllabi contain the following information:

1. Critical dates for exams and other work
2. Class demeanor expected by the professor (e.g., tardiness, cell phone usage)
3. UF's honesty policy regarding cheating, plagiarism, etc. Suggested wording: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.
4. Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>
University Police Department: 392-1111 or 9-1-1 for emergencies.

The University's complete Syllabus Policy can be found at: http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf