

CO220 American Electronic Media
Summer 1- May 13-July 1
Dr. Mary Beadle
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Office Hours:

Course meets requirement for Core Division II and CO Major

Required Text: *Electronic Media: Then, Now and Later, 2nd*. ed. Barbara Kaye and Norm Medoff (2010).

Additional Readings: Articles on line at Blackboard class site or in-class handouts.

APA format: Purdue Owl website or *A Pocket Style Manual with 2009 MLA and APA Updates*. Boston, MA. Bedford/St. Martin's Press

Course Objectives:

1. To understand the organization, structure and practices in media and related industries.
2. To identify key individuals who contributed to media development, past and present
3. To become critical viewers and users of the mass media by becoming aware of media effects
4. Explain the roles and functions of the regulatory bodies of the media industry.
5. Describe the current techniques of audience measurement.
6. Identify major trends, issues in media marketing and technology.

Course Requirements:

1. Exams: There will be four exams, three during the semester and a final exam. The exams will cover lecture material, videos, activities, discussions and readings.
2. Essays: Three short essays. Approximately 5 pages, typewritten, APA style, correct grammar spelling and punctuation. LATE ASSIGNMENTS WILL NOT BE ACCEPTED. See explanation below.
3. Activities include active participation in Black Board discussion. We will watch various video's. Discussion will include reaction to these videos and related textbook material.

Grading:		% Grading Scale:			
4 Tests (15% each)	60%	A	95-100	C+	77-79
		A-	90-94	C	73-76
3 Essays (10% each)	30%	B+	87-89	C-	70-72
Black Board discussion	10%	B	83-86	D+	65-69
		B-	80-82	D	60-64
				F	0-59

Point System: Final grades can be calculated by using the following point system:

Tests = 600 points (150 pts. each)

Essays = 300 points (100 pts. each)

Homework Assignments (50); participation (50)= 100 points

Total Possible Points =1000

Points Earned divided by Points Possible X 100 = Final Grade Percentage

Students with Disabilities: John Carroll University recognizes its responsibility for creating an institutional climate in which students with disabilities can succeed. In accordance with University policy, if you have a documented disability, you may be eligible to request accommodations from the office of Services to Students with Disabilities (SSD). Students with disabilities are entitled to reasonable accommodations and should have equal access to learning. Please contact the SSD coordinator at (216) 397-4263 or come to the office located in room 7A, in the Garden Level of the Administration Building. After your eligibility for accommodations is determined, you will be given a letter which, when presented to instructors, will help them know best how to assist you. Please keep in mind that accommodations are not retroactive so it is best to register with Student Disability Services at your earliest convenience.

Academic Honesty: All work submitted for credit must be the original effort of the student. Source materials should be cited clearly and properly, and sources should confirm and facilitate rather than supplant students' original effort. Cheating or blatant plagiarism will result in a course grade of F.

Tentative Course Outline: Remember this is a tentative course outline. Life happens! So it is subject to change. **It is your responsibility to check on a regular basis for updates on Blackboard..**

Week One May 13

CHAPTER ONE

Course Introduction Development of Language,
Communication Models

Short History of Print

CHAPTER 2

Early Electronic Communication

History of Radio and Television

Friday May 17 Homework 1: Sarnoff Memo

Week Two May 20

CHAPTERS 3 and 4

Cable; Satellite

Wednesday May 22 Homework 2: Media Log

Friday May 24 Test 1 Chapters 1-4

Week Three May 27

CHAPTERS 5 and 6

Internet; Programming

**Thursday May 30 Homework 3: Write a report about Edward R. Murrow
(see page 115)**

Week Four June 3

CHAPTERS 7 and 8

Advertising; Audience Measurement

**Wednesday June 5 Homework 4: Create a log of advertising exposure
for one hour while watching television or surfing the net.**

Friday June 7 Test 2 Chapters 5-8

Week Five June 10

CHAPTERS 9 and 10

Business and Ownership; Operation, Production, Distribution

**Wednesday June 12 Essay 2 Consolidation: Write a report on one of the top Ten
Radio (p. 187) or TV (p. 188) Group owners. .**

Week Six June 17

CHAPTER 11

Film, Video Games

Tuesday June 18 Essay 2 Due: Technology

Thursday June 20 Test 3 Chapters 9-11

CHAPTER 12

Regulation, Legal Issues and Ethics

Week Seven June 24

CHAPTER 12 complete

Tuesday June 25 Homework 5: Report on the FTC (p.232) or the FCC (p.237)

CHAPTERS 13 and 14

Media Effects; The Future of Media

Friday June 28 Essay 3 Due: Media Effects**May 1 FINAL EXAM Chapters 12-14**

ESSAYS:

All written work must be double spaced, one inch margins all around; 12 point type; Times font. Every page should have a header with title and page number. 5-6 pages. Follow APA format.

Use a title page. Title page includes name, date assignment title, course title and numbered, centered in middle of page.

Assignments are due BY 5:00 PM on the DUE DATE. A letter grade drop for each class day an assignment is late, unless a serious justification exists.

Essays are topics related to the class content and should follow this **basic outline**.

Use sub-headings.:

Introduction-what is topic, why important

Explanation of topic

Conclusion, include future perspectives

Three Topics

1. Consolidation; write a report on a major media company. Include a history of consolidation and what the organization owns. Examples include: Time Warner; Disney; Murdoch;
2. Technology: Convergence; History and development and diffusion of a electronic media in the US from 1800's to present day. May include Media: Print, Telephone, Radio, Television, Cable TV, Film, Internet, Recording Industry, Video Games, Recording from wire to disc to tape to digital, HD Radio. HDTV, 3D technology for film and TV

3. Media effects: What do the experts say about the effects of mass media on people, children, culture. Be sure to include ONLY academic citations for this paper. Media Effects: Behavioral, Emotional, Cognitive

HOMEWORK ASSIGNMENTS:

All written work must be double spaced, one inch margins all around; 12 point type; Times font. Every page should have a page number. One-two pages.

Place name, date assignment title, course title and numbered in upper left hand corner, single spaced.

Assignments are due BY 5:00 PM on the due date. Assignments turned in after that time are considered one day late and there will be variable point deductions. A letter grade drop for each class day an assignment is late, unless a serious justification exists.

PARTICIPATION:

Chat participation includes reaction to various videos and chapter readings. Posted on Blackboard.