

CO220 American Electronic Media  
Summer A- May 12-July 1  
Dr. Mary Beadle  
Office: OC53, 397-4356  
[mbeadle@jcu.edu](mailto:mbeadle@jcu.edu)

Office Hours: Wednesday online 4-5 pm; other times by appointment

Course meets requirement for Core Division II and CO Major

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

**Additional Readings:** Articles on line, Blackboard class site

**Additional Course material:** YouTube videos, PBS videos links will be posted on Blackboard

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. To explain the roles and functions of the regulatory bodies of the media industry.
5. To describe the current techniques of audience measurement.
6. To identify major trends, issues in media marketing and technology.

**Course Requirements:**

1. Quizzes: There will be four quizzes, three during the semester and a final on July 1. The quizzes will cover lecture material, videos, activities, discussions and readings.
2. Essays: Three short essays. Approximately 5 pages, APA style, correct grammar spelling and punctuation and citations. LATE ASSIGNMENTS WILL NOT BE ACCEPTED. See explanation below. Posted on Blackboard under Assignments
3. Homework Assignments: Six homework assignments that support the course material. Approximately 2 pages, APA style, correct grammar, spelling, punctuation. Citations when appropriate. LATE ASSIGNMENTS WILL NOT BE ACCEPTED. Posted on Blackboard under assignments.

4. Activities include active participation in 6 Blackboard discussion. We will watch various video's and listen to radio programs. Discussion will include reaction to these videos and programs and related textbook material. Due dates will be posted with question.

**Grading:****% Grading Scale:**

4 quizzes	A	95-100	C+	77-79
6 Homework Assignments	A-	90-94	C	73-76
3 Essays	B+	87-89	C-	70-72
Blackboard discussion	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:

Quizzes = 100 points (25 pts. each)

Essays = 300 points (100 pts. each)

Homework Assignments = 120 points (20 points each)

Participation = 90 points (6 discussion threads; 15 points each)

Total Possible Points = 610

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 under Announcements. Lesson material is listed in Course Documents.**

Week One May 12-Lesson 1

CHAPTER 1

Course Introduction Development of Language,

Communication Models

Short History of Print

CHAPTER 2

Early Electronic Communication

History of Radio

**Friday May 16 Homework 1: Sarnoff Memo**

Week Two May 19-Lesson 2

CHAPTERS 3 and 4

TV, Cable; Satellite

**Wednesday May 21 Homework 2: Media Log**

**Friday May 23 Quiz 1 Chapters 1-4**

Week Three May 27-Lesson 3

CHAPTERS 5 and 6

Internet; Programming

**Thursday May 29 Homework 3: Write a report about Edward R. Murrow (see page 115)**

Week Four June 2-Lesson 4

CHAPTERS 7 and 8

Advertising; Audience Measurement

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

**Friday June 6 Quiz 2 Chapters 5-8**

Week Five June 9-Lesson 5

CHAPTERS 9 and 10

Business and Ownership; Operation, Production, Distribution

**Wednesday June 11 Essay 1 Consolidation: Write a report on one of the top Ten Radio (p. 187) or TV (p. 188) Group owners.**

Week Six June 16-Lessons 6 and 7

CHAPTER 11-Lesson 6

Film, Video Games

CHAPTER 12-Lesson 7

Regulation, Legal Issues and Ethics

**Tuesday June 17 Essay 2 Due: Technology**

**Thursday June 19 Quiz 3 Chapters 9-11**

Week Seven June 23-Lessons 7 and 8

CHAPTER 12 complete

**Tuesday June 24 Homework 5: Report on the FTC (p.232) or the FCC (p.237)**

CHAPTERS 13 and 14-Lesson 8

Media Effects; The Future of Media

**Friday June 27 Essay 3 Due: Media Effects**

**July 1 Homework 6: Media History**

**FINAL QUIZ Chapters 12-14**

**FORMAT FOR 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 11:59 PM on the due date.**

**PARTICIPATION:**

Chat participation includes reaction to various videos and chapter readings. Must post a comment and at least one reaction to a comment from someone else in class. Posted on Blackboard. Deadlines will be posed with discussion question.

**FORMAT FOR 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. The format includes in text citations (name, date) for content and for direct quotes (name, date, page number or paragraph number).

Works cited is in APA format . This includes last name of author first, no underlining, and indent 5 spaces for second line. Please check the Owl website for more details or ask me.

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

**Assignments are due BY 11:59 PM on the DUE DATE.**

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-this section may have additional sub headings to organize and clarify material.

Conclusion-summary and possible future implications

Three Topics (see Assignment section on Blackboard for detail information)

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; NewsCorp.
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; minimum 3 sources. Media Effects: Behavioral, Emotional, Cognitive