Course Syllabus

COMM 1335 – Introduction to Electronic Media

Revision Date: 8/22/2016

Catalog Description: An overview of the development, regulation, economics, social impact, and industry practices in electronic media.

Lecture hours = 3, **Lab hours** = 0

Prerequisites: None

Semester Credit Hours: 3
Lecture Hours per Week: 3
Lab Hours per Week: 0
Contact Hours per Semester: 48
State Approval Code: 0901025206

Core Components and Related College Student Learning Outcomes

This course counts as part of the academic requirements of the Panola College Core Curriculum and an Associate of Arts or Associate of Science degree. ☐ Yes ☐No: If no, skip to Instructional Goals.

The items below marked with an X reflect the state-mandated outcomes for this course **IF this is a CORE course**:

☐ Critical Thinking Skills – to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information

  ☐ CT1: Generate and communicate ideas by combining, changing, or reapplying existing information

  ☐ CT2: Gather and assess information relevant to a question

  ☐ CT3: Analyze, evaluate, and synthesize information

☐ Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication

  ☐ CS1: Develop, interpret, and express ideas through written communication

  ☐ CS2: Develop, interpret, and express ideas through oral communication

  ☐ CS3: Develop, interpret, and express ideas through visual communication

☐ Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

  ☐ EQS1: Manipulate and analyze numerical data and arrive at an informed conclusion

  ☐ EQS2: Manipulate and analyze observable facts and arrive at an informed conclusion

☐ Teamwork – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

  ☐ TW1: Integrate different viewpoints as a member of a team

☐ TW2: Work with others to support and accomplish a shared goal

☐ Personal Responsibility – to include the ability to connect choices, actions, and consequences to ethical decision-making

☐ PR1: Evaluate choices and actions and relate consequences to decision-making

☐ Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

☐ SR1: Demonstrate intercultural competence

☐ SR2: Identify civic responsibility

☐ SR3: Engage in regional, national, and global communities

Instructional Goals and Purposes:

The purpose of this course is to fulfill the academic requirements necessary to earn an associate degree or transfer degree, or to provide personal enrichment opportunities for Panola College students seeking an interdisciplinary course emphasizing communication. This is a survey course that focuses on the broadcast industry's technical, historical and governmental functions.

Learning Outcomes:

After studying all materials and resources presented in the course, the student will be able to:

- Identify electronic media terms and concepts.

- Demonstrate familiarity with historical development of electronic media industries and technologies.

- Understand management structure and decision-making processes in electronic media outlets.

- Identify governmental policy in electronic media industries.

- Analyze how media outlets obtain and use ratings data.

- Explain significance and effects of electronic media.

Course Content:

A general description of lecture/discussion topics included in this course are listed in the Learning Objectives section of this syllabus.

Students in all sections of this course will learn the following content:

1. Significance of Electronic Media
2. Internet, Portable Devices, and Video Games
3. Electronic Media (Radio, TV)
4. Movies
5. Careers in Electronic Media
6. Programming
7. Sales and Advertising
8. Promotion and Audience Feedback
9. Laws and Regulations
10. Ethics and Effects
11. The International Scene

Methods of Instruction/Course Format/Delivery:

This course is offered via Canvas LMS and traditional lectures, discussions and audiovisual presentations. Quizzes and supporting materials may be available through the LMS Canvas platform.

Major Assignments / Assessments:
The following items will be assigned and assessed during the semester and used to calculate the student's final grade.

Assignments

1. Multimedia presentation on assigned topics
2. Paper or PowerPoint research on assigned topics
3. Discussion posts on media ethics

Assessment(s):

1. Assignment Grades (includes presentations)
2. Quizzes and exams

Course Grade:
The grading scale for this course is as follows:

- Research presentations - 50%
- Discussion posts - 25%
- Quizzes and Exams - 25%

Texts, Materials, and Supplies:
- Readings from online resources
- Resources from M.P. Baker Library and instructor

Required Readings:
- As assigned by instructor

Recommended Readings:
- Online news and commentary resources and blogs

Other:
- For current texts and materials, use the following link to access bookstore listings: http://www.panolacollegestore.com
- For testing services, use the following link: http://www.panola.edu/elearning/testing.html
- If any student in this class has special classroom or testing needs because of a physical learning or emotional condition, please contact the ADA Student Coordinator in Support Services located in the Administration Building or go to http://www.panola.edu/student-success/disability-support-services/ for more information.
- Withdrawing from a course is the student's responsibility. Students who do not attend class and who do not withdraw will receive the grade earned for the course.
- Student Handbook, *The Pathfinder:* http://www.panola.edu/student-success/documents/pathfinder.pdf