University of Central Florida
Nicholson School of Communication
RTV 3007-0W59 – Development and Structure of Electronic Media & New Technology

Instructor	John N. Malala, PhD
Office	NSC 231
Office Hours	Mostly Online (As I'll be out of town) Wed & Thu 14:00-16:00 (When back in town)
Phone	407-823-2840
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Course Information:

Course Name	RTV 3007 - 0W59 Development and Structure of Electronic Media and New Technology
Credit Hours	3 Credit Hours
Section/Semester	0W59/Spring 2016
Location	Fully online

Textbooks:
- ELECTRONIC MEDIA THEN AND NOW (MALALA – University of Central Florida; ISBN: 978-1323-34416-3)

ADDITIONAL READINGS: Weekly readings will be assigned online.

CATALOG DESCRIPTION:

RTV 3007 - 0W59   Development and Structure of Electronic Media and New Technology
RTV 3007 COS-COMM 3(3,0)
Development and Structure of Electronic Media and New Technology: PR: SPC 1608 or SPC 1603 or COM 1000 or C.I. Nature of the media, the mechanics of operation of analog and digital systems, history, economics, programming, and internal and external controls.

Important Dates

Spring Break (March 07-12, 2016)
Holidays: Martin Luther King
Study Day: April 27, 2016
Final Examination Period: April 28 - May 4, 2016.

LEARNING OUTCOMES:

- Students will have a better understanding of the history of electronic media as well as the issues surrounding the mass media in America and around the world. Other issues include the importance of population size, media economics, gatekeepers, the new information technology and globalization.

- Students will also develop critical thinking through the following elements:
  · Differentiating between fact and opinion
  · Recognizing and evaluating bias and rhetoric
  · Determining cause-and-effect relationships
  · Determining the accuracy and completeness of information presented
  · Recognizing logical fallacies and faulty reasoning
  · Comparing and contrasting information and points of view
  · Making judgments and drawing logical conclusions

ATTENDANCE POLICY (ONLINE):

- You will need to show your attendance through online participation in discussions, reflections, and quizzes.

Timeline

Week 1 (January 11-15)

- **Media Technology**
- Take Syllabus **Quiz by Friday January 15 @11:59 P.M**.
- Readings: Chapter 1 and Online material on Canvas

Week 2 (January 18-22)

- **Media Economics**
- Weekly discussion
- Readings: Chapter 2 and Online material on Canvas

Week 3 (January 25-29)

- **Development of Sound Media**
- Submit blog post
- Weekly discussion
- Readings: Chapter 3 and Online material on Canvas

Week 4 (February 1-5)

- **Development of Motion Media**
- Submit blog post
- Weekly discussion

- Readings: Chapter 4 and Online material on Canvas

Week 5 (February 8-12)

- **Catching up with Readings**
- Submit blog post
- Weekly discussion
- **Test 1 by Friday February 12**

Week 6 (February 15-19)

- **History and Development of Mobile Phones**
- Submit blog post
- Weekly discussion
- Readings: Chapter 5 and Online material on Canvas

Week 7 (February 22-26)

- **New Media Landscape**
- Submit blog post
- Weekly discussion
- Readings: Chapter 6 and Online material on Canvas

Week 8 (February 29 – March 4)

- **The Power of Photography in the Mass Media**
- Submit blog post
- Weekly discussion
- Readings: Chapter 7 and Online material on Canvas

Week 9 (March 7 - 11)

- **SPRING BREAK**

Week 10 (March 14 - 18)

- **Impact of EBook**
- Submit blog post
- Weekly discussion
- Readings: Chapter 8 and Online material on Canvas

Week 11 (March 21 - 25)

- **Catching up with Readings**
- Submit blog post
- Weekly discussion
- **Test 2 by Friday March 25**

Week 12 (March 28 –April 1)

- **Working in the Mass Media in the Digital Age**
- Submit blog post
- Weekly discussion
- Readings: Chapter 9 and Online material on Canvas

Week 13 (April 4 - 8)

- **Media Effects**
- Submit blog post
- Weekly discussion
- Readings: Chapter 10 and Online material on Canvas

Week 14 (April 11 - 15)

- **History of the Internet**
- Submit blog post
- Weekly discussion
- Readings: Online material on Canvas

Week 15 (April 18 - 22)

- **New Technologies**
- Submit blog post
- Weekly discussion
- Readings: Online material on Canvas

Week 15 (April 25 - 29)

- **Final Exam by Friday April 29 @11: 59 P.M. (Covering the remaining 4 modules)**

GRADES:

- I will use the new grading system (A, A- B, B-, C, C-, D, & F) for your final grade. Your final grade will come from a combination of tests, group discussions, and a term paper.

SEMESTER PAPER (10%)

You will write a 10-page paper that will be worth 10% of your grade in the class. I will give you a list of topics (online) from which you will choose what you would like to write about. The paper must use APA style. The list of topics will be available by the third week of school. You will also have other instructions on the submission box. The deadline for the paper is April 26, 2016 by 11:59 P.M.

EXAMS (70%)

All exams will be through CANVAS. You must login and take the exam before the window closes. I will not reset the test for someone who forgets to take it on time. These exams will cover lectures, reading assignments, Web searches, films, and other presentations. Students are responsible for materials in the text, lectures, and other assigned readings.

GROUP DISCUSSIONS (20%)

You are required to answer weekly questions in your discussion group. You will also be required to comment or respond to at least two other posts in your group each week. Your response or comment must be substantive. Do not just write something like, "I agree with Jim on this analysis." You need to explain why you agree with Jim. **Important Note:** Please start your participation early, and continue during the rest of the week. If you submit your first answer on Thursday then I will deduct points. There is no group collaboration when one person waits until the last minute to make a contribution. This does not give other group members enough time to react to your post. Again, you will lose points if your initial response to my question comes in after Tuesday.

MAKE-UP POLICY:
You will not be allowed to make up for a missed exam because I will be giving you plenty of time to take these exams online. If you miss an exam then you will receive zero.

GRADES DISTRIBUTION:

Students' final grades will be based on percentage of total possible points accumulated from different assignments. The final grade will be a function of the following breakdowns:

GRADING SCALE:

94-100	A
90-93	A-
84-89.9	B
80-83	B-
74-79.9	C
70-73	C-
64-69.9	D
60-63	D-
59-BELOW	F

Communication

A part from in-class or in-office dialogues, all electronic communication between the professor and the students will be through Web Courses. Do not write me to my regular UCF email. I want to keep better track of what I discuss with you just in case there is a disagreement at the end of the semester. Please keep in mind that I am NOT a 24/7 online instructor. I will respond to your messages during my office hours or within 48 hours (excluding weekends).

Academic Honesty

Plagiarism and Cheating of any kind on an examination, quiz, or assignment will result at least in an "F" for that assignment (and may, depending on the severity of the case, lead to an "F" for the entire course) and may be subject to appropriate referral to the Office of Student Conduct for further action. See the *UCF Golden Rule* for further information. I will assume for this course that you will adhere to the academic creed of this University and will maintain the highest standards of academic integrity. In other words, don't cheat by giving answers to others or taking them from anyone else. I will also adhere to the highest standards of academic integrity, so please do not ask me to change (or expect me to change) your grade illegitimately or to bend or break rules for one person that will not apply to everyone.

Student Conduct

It is my responsibility as a professor to make sure that classroom atmosphere is conducive to the intellectual development of all students. The rules governing student conduct, as stipulated in the "golden rules" will be strictly reinforced. Violations of acceptable student conduct will range from loss of credit in a specific assignment, examination or project; failure of the course; or removal of the offender from the course with a grade of "F."

Disruptive Behavior

In addition to the definitions and bad behaviors listed in the university "golden rules," there will be penalty for things such as talking to your classmates without the permission of your instructor walking in and/or out while class is in progress, sleeping, eating, drinking, reading material unrelated to the course, complaining, disrespect to authority or your colleagues, and anything else judged disruptive by your professor; being on Facebook, Twitter, chatting, using your iPod, cellular telephone, electronic games, etc.

Disability Statement

The University of Central Florida is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students with disabilities who need accommodations in this course must contact the professor at the beginning of the semester to discuss needed accommodations. No accommodations will be provided until the student has met with the professor to request accommodations. Students who need accommodations must be registered with Student Disability Services, Student Resource Center Room 132, phone (407) 823-2371, TTY/TDD only phone (407) 823-2116, before requesting accommodations from the professor.

Copyrights Issues

Copyright laws exist in the United States to protect the rights of the creators of original works such as novels, films, musical works, photographs, etc. The laws grant the copyright owner the exclusive rights to reproduce, create a derivative work, distribute, perform, and display the copyrighted material. In addition, the copyright owner can determine who is authorized to use the work. Copyright is automatic once the work is captured in a fixed format (e.g., text or recording), and the copyright symbol is not required in order to signify that the work has been copyrighted.

If you locate a work that you would like to use in this class, do not immediately assume your request to the copyright owner will be denied. In fact, it is surprising how many faculty members are granted permission to use materials upon their first request. If you request to use a work and receive permission to do so, be sure to keep a record for your files. To help manage these permissions, we recommend that you create a folder called Copyright Permissions within your course's File Manager. Place a copy of each permission you receive in this folder. If you are unable to obtain copyright permission, seek an alternative solution such as exploring the many resources for open or free content that are listed below in the Instructional Strategies and Best Practices section.

If you really feel that you want to use this copyrighted work, you may see if the doctrine of fair use (described below) applies to your situation.

Fair Use

The *Fair Use* doctrine is a provision of copyright law designed to allow the limited use of copyrighted work without the permission of the copyright owner. It was developed with education in mind and is specifically applicable to teaching, research, scholarship, comment, criticism, or news reporting.

Four specific factors must be considered in each instance to determine if *Fair Use* applies. Each of the four factors must be applied and weighed together to make a case for *Fair Use*:

- **Purpose** must be for non-profit, educational use
- **Nature** of the material used (factual vs. fictional)
- **Amount** of material used (the percentage of a work used in relation to the whole)
- **Effect** on the current market as well as the future, potential market, or value of the work

When including portions of copyrighted materials under the *Fair Use* guidelines, you must identify the following information for **each piece**:

1. The source from which the material was taken

2. The copyright holder
3. Year of the material's publication
4. Copyright notice (*i.e*., The '©' symbol)

Review the *Fair Use Guidelines for Educational Multimedia* page and the *Frequently Asked Copyright Questions* page provided by the legal department at UCF. These pages provide common copyright questions and answers that you are most likely to encounter while teaching online.

The key to successfully navigating these guidelines is to know and understand your rights and responsibilities as an online instructor. The safest course of action is to always request permission to use a work.

FERPA Issues

FERPA, the Family Educational Rights and Privacy Act of 1974, as amended, protects the privacy of student educational records. It gives students the right to:

- Review their educational records.
- Request amendment to records they believe to be inaccurate.
- Limit disclosure from those records.

An institution's failure to comply with FERPA could result in the withdrawal of federal funds by the Department of Education. The best method to communicate with students regarding grades or other personally identifiable information is through the Webcourses@UCF mail tool, since this is password protected and FERPA compliant. In addition to the course mail tool, I will provide feedback and grades to students in private areas, including the grade book, the assessments tool, and the assignments tool.

A few general guidelines to consider are provided below:

- Never share a student or faculty member's PID numbers with anyone. Do not e-mail me or anyone else your PIDs since I already have your information, and a PID is personally identifiable information.
- Do not send me email outside of Webcourses@UCF requesting grade information or other Personally Identifiable Information.
- Your grade will only be posted in the areas of Webcourses@UCF where only individual students will see their grade (e.g., grade book, assignments tool, assessments tool).
- You may NOT use your Social Security Numbers or PIDs on your blog sites, wikkis or other public areas. Do not talk about your grades either. These are personally identifying information that must not appear on public sites.