

**BCMN 4320**  
**Current Issues in Telecommunications**  
**The University of Texas at Arlington**  
 FALL 2011

T & Th. 8:00 a.m. – 9:20 a.m.  
 Room: FAB 264

**Lecturer:** Julian Rodriguez  
**Office Phone:** (817) 272-7040  
**Email:** [jrod@uta.edu](mailto:jrod@uta.edu)  
**Office:** FAB 125A  
**Office Hours:** T & TH 9:30 am -10:30 am  
 or by appointment.

**Textbook and Reading Requirements**

1. No Textbook Required
2. Students must follow and read the website [www.mediaissues.org](http://www.mediaissues.org)
3. Readings will be assigned by Lecturer.

**Course Description**

Recent and current literature in radio and television broadcasting, cable, industrial video, satellite distribution, and national and international telecommunications policies. Current problems and possible solutions.

**Learning Outcomes**

1. Students will demonstrate an understanding of current issues in telecommunications.
2. Students will research and present findings on the current state of mass communications.
3. Students will have the opportunity to visit with media professionals.
4. Students will demonstrate they can think critically, creatively and independently about present and future media distribution channels.

**Class Grading and Rules**

**Exams:**

- There are no exams.

**Assignments:**

- Some exercises and projects will be conducted in class and others outside of our normal class schedule.
- Assignments have hard deadlines and will not be accepted if turned in late or if you are absent that day.



### Media Professional Profile and Presentation:

- Each student will profile a media professional in the Dallas Metro Area and make an in-class, 15 minute multimedia presentation, followed by a 5 minute Q&A. Student presentations will be strictly timed.
- Multimedia presentations are welcomed and encouraged.
- The media professional profiled will be selected and by the student, but final approval must be granted by the lecturer.
- The day of the presentation, the student must present a draft of her/his final paper.

### Presentation tips:

- Be on time. There are no make-up dates.
- If you decide to use Power Point, do not read from it; simplify slides and choose easy to read colors and fonts.
- Make your presentation conversational, use examples to explain what and how the media professional does her/his work.
- If your presentation involves complex data, simplify it and find an easy way to explain such data to your audience.
- You will have access to the following tools:
  - Laptop computer with built-in webcam and microphone, high speed internet, overhead projector with sound, Skype for US and Canada teleconference calls, and the classroom's dry erase board.
  - VHS player (request in advance if you need one).
- You have total freedom for your presentation; don't limit yourself to Power Point. **Design an interesting and engaging presentation;** if you need to rearrange the classroom setting, go ahead and do it.
- If you are having problems, have questions, or need help with how to put together your presentation, use the instructor's office hours and/or email.

### Final Paper:

- Your final paper is a **literature review** on a current issue in mass communications.
- Your paper must strictly follow APA Style and be between 8 to 10 pages long. Google "APA style" to learn more about formatting. Expect a **significant lower grade** if you fail to follow correctly APA style.
- Use your instructor's office hours and/or email your instructor if you have questions about your paper. Students often make the mistake of meeting with instructors when it's too late.
- Paper topics will be selected and debated during allocated class time or through email exchange between the student and the lecturer.

**Attendance/Drop Policy:** If you are five minutes late to class, your attendance will be counted as an absence. Don't fight this policy, obey it and you'll be fine. If you miss a class, get notes from your classmates. Present documentation justifying your absence; still, presenting documentation doesn't mean you will have the chance to present an assignment in a different time slot or be excused from class: Each case stands alone and your instructor has the last word. Students leaving class early will not be given credit for attendance unless excused in advance by the lecturer. It is the student's responsibility to drop or add the class—not the faculty or staff's.

### Electronic Device Use:

- You are welcomed to use any electronic device during class, as long as it is for class purposes and does not interrupt the class or distract your classmates. Technology is a wonderful tool, and like any other tool, it is only effective if used properly. Be responsible.
- If I find you using these devices for purposes other than class, I will ask you to turn it off or leave the class.

### Website:

- Our class' website is [www.mediaissues.org](http://www.mediaissues.org).
- I will post articles, assignments, guest speaker profiles, etc., in our site.
- Follow the website and read every article.
- Leave comments on articles, and avoid using inappropriate words in your comments as these will brand your comment as "spam."
- We will discuss in class the articles/multimedia files posted on our website.
- You don't have to buy books for this class, so, please, follow the website.

### How to Follow the Website:

1. Easy. Visit the website and add your email address in the "Email Subscription" tab and then click the "Sign me up!" button.
2. If you have a phone that's smart enough to receive Really Simple Syndication (RSS) feeds, subscribe to [www.mediaissues.org](http://www.mediaissues.org) RSS Feeds by adding to the RSS feed app in your phone the following RSS Feed address: <http://mediaissues.org/feed/>.

### Grade Weight:

Final Paper 30%

Media Professional Profile and Presentation 30%

Attendance 40%

### Grade Scale:

90 – 100	<b>A</b>
80 – 89	<b>B</b>
70 – 79	<b>C</b>
60 – 69	<b>D</b>
0 – 59	<b>F</b>



**[HTTP://MEDIAISSUES.ORG/FEED/](http://mediaissues.org/feed/)**

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. Contact the Financial Aid Office for more information.

**Americans with Disabilities Act:** The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Academic Integrity:** It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. According to the UT System Regents' Rule 50101, §2.2, "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts."

**Student Support Services Available:** The University of Texas at Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. These resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals to resources for any reason, students may contact the Maverick Resource Hotline at 817-272-6107 or visit [www.uta.edu/resources](http://www.uta.edu/resources) for more information.

**Electronic Communication Policy:** The University of Texas at Arlington has adopted the University —MavMail— address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at <http://www.uta.edu/oit/email/>. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington. To obtain your NetID or for logon assistance, visit <https://webapps.uta.edu/oit/selfservice/>. If you are unable to resolve your issue from the Self-Service website, contact the Helpdesk at [helpdesk@uta.edu](mailto:helpdesk@uta.edu).

## Tentative Schedule

AUGUST			Assignment	Activity	Notes
TH	25	INTRODUCTION			
TU	30	Introduction to paper and library catalog: class goals	Assign Presentation and Final Paper		
SEPTEMBER					
TH	1	Paper format (APA) and library catalog. Research Methods.	Media: Theories		
TU	6	Research Methods (Continue). Topic Selection.	Media: Theories	Pitch your topic	
TH	8	Topic Selection		Pitch Your Topic	
TU	13	Topic Selection		Pitch Your Topic	
TH	15	Guest Speaker/Movie/Field Trip			
TU	20	Guest Speaker/Movie/Field Trip			
TH	22	Guest Speaker/Movie/Field Trip			
TU	27	Guest Speaker/Movie/Field Trip			
TH	29	Guest Speaker/Movie/Field Trip			
OCTOBER					
TU	4	Guest Speaker/Movie/Field Trip			
TH	6	Guest Speaker/Movie/Field Trip			
TU	11	Guest Speaker/Movie/Field Trip			
TH	13	Guest Speaker/Movie/Field Trip			
TU	18	Guest Speaker/Movie/Field Trip			
TH	20	Guest Speaker/Movie/Field Trip			
TU	25	Guest Speaker/Movie/Field Trip			
TH	27	Guest Speaker/Movie/Field Trip			
NOVEMBER					
TU	1	Guest Speaker/Movie/Field Trip			

TH	3	Guest Speaker/Movie/Field Trip			
TU	8	Presentations 1-3			
TH	10	Presentations 4-6			
TU	15	Presentations 7-9			
TH	17	Presentations 10-12			
TU	22	Presentations 13-15			
TH	24	<b>THANKSGIVING HOLIDAY</b>			
TU	29	Presentations 16-18			
<b>DECEMBER</b>					
TH	1	Presentations 19-21			
TU	6	Discuss Final Paper questions: Meet to answer questions/concerns about format, content, etc. DRAFT DUE (AT LEAST 8 PAGES)			
TH	8	<b>FINAL PAPER DUE:</b> Email paper to <a href="mailto:jrod@uta.edu">jrod@uta.edu</a> <b>AND</b> drop a printed copy in room 118 of the Fine Arts Building between 8:00 a.m. and 10:30 a.m. – Late papers will <b>not</b> be accepted.			

## WORKOUT EXTRA CREDIT

**Extra Credit Assignment:** Student must exercise twice a week for at least one hour per visit until the end of the current semester.

**MAC Staff:** Please verify length of workout and sign in assigned area. Thanks!

**Student Name:** \_\_\_\_\_ **SID #** \_\_\_\_\_

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