

BCM 4320
Current Issues in Telecommunications
The University of Texas at Arlington
 SPRING 2015 — T & Th. 8:00 a.m. – 9:20 a.m.

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Office Hours: T & TH 10:00 to 10:30 am or by appointment

Textbook and Reading Requirements

1. No Textbook Required
2. Students must follow and read the online articles shared via Twitter on [@jrodmedia](https://twitter.com/jrodmedia) (<https://twitter.com/jrodmedia>). If the student does not have a Twitter account to “follow” the instructor, she/he must create one and follow [@jrodmedia](https://twitter.com/jrodmedia) to have access to articles used during class.
3. Extra readings/activities may be assigned by instructor.

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
- Some “pop quizzes” about articles shared through Twitter are possible and offered as extra credit

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 Video Profile and Presentation (30% of Final Grade):

- Each student will **interview** a media professional working in the Dallas-Fort Worth Area.
- The interview may be recorded using a Flip Video Camera (rent at checkout room) or any other **digital** device of equal or superior quality (e.g. smartphone).
- The student will be given 20 minutes for her/his profile presentation:
 - The video/interview and presentation **must be between** 14-15 minutes long, and will

follow a 5 minute Q&A. Longer and/or shorter presentations will affect the presentation grade.

- Student presentations will be strictly timed.
- Multimedia presentations are welcomed and encouraged.
- The media professional profiled will be selected by the student, but final approval must be granted by the instructor.
- The day of the presentation, the student **must present a printed 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, professional, and entertaining.
- If your presentation involves complex data, simplify it and find an easy way to explain such data to your audience (e.g. Graphs).
- You will have access to the following tools:
 - Flip Video Camera (to record and edit interview, if you need one) prior to your presentation, high speed internet, overhead projector with sound, and the classroom's dry erase board.
- Design an interesting and engaging presentation.
- If you are having problems, have questions, or need help with how to put together your presentation, contact your instructor's during office hours and/or email.

Final Paper (30% of Final Grade):

- Your final paper is a **literature review** on a current issue in mass communication.
- 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/Lateness (40% of Final Grade): At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, Attendance and Participation in the classroom will comprise 40% of the course grade.

Attendance Rules:

1. When the instructor is done taking role, you are marked as **late**. Class begins at **8:00 am**; anyone arriving after **8:20 am** is considered **absent**.
2. Two (2) **late** notes equal one (1) **absence**.
3. If you are late, please remind the instructor at the end of class to mark you down as **late**; otherwise, you will be counted as **absent**.
4. Four (4) absences automatically limit your maximum attainable grade to a **B** (79.5% - 89.4%).
5. Five (5) absences automatically limit your maximum attainable grade to a **C** (69.5% - 79.4%).
6. Six (6) absences automatically limit your maximum attainable grade to a **D** (59.5% - 69.4%).
7. Seven (7) absences automatically **fails you**; final grade will be an **F** (Less than 59.4%).
8. Students leaving class early will not be given credit for attendance unless excused in advance by the instructor.
9. If you are sick, contact the instructor in advance and be prepared to provide medical documentation. **Excessive medical excuses** will also begin to affect your final grade.

The work we do during these times cannot be made up another time. If you miss a class, get notes from your classmates. Be on time, be in class. **It is the student's responsibility to drop or add the class**—not the faculty or staff's. See more on UTA's drop policy below.

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.
- If I find you using these devices for purposes other than class, I will ask you to turn it off or leave the class.

Twitter Feed:

- Our class' Twitter feed is: [@jrodmedia](https://twitter.com/jrodmedia) (<https://twitter.com/jrodmedia>).
- Lecturer will share class content through this Twitter feed.
- Follow the Twitter feed and read every article.
- We will discuss in class the articles/content shared on our Twitter feed.
- You don't have to buy books for this class, so, please, follow the Twitter feed.
- Extra reading may be assigned via email.

How to Follow the Twitter feed @jrodmedia:

1. Create a FREE Twitter account by visiting www.twitter.com. Then, log in and search for **JrodMedia** and click the Follow button.
2. If you have a smartphone and/or a tablet computer, you can download the FREE Twitter App and link it to your Twitter account.

Grade Weight:

Final Paper 30% (APA Style)

Media Professional Interview and Presentation 30%

Attendance 40%

Grade Scale:

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

Expectations for Out-of-Class Study: A general rule of thumb is this: for every credit hour earned, a student should spend 3 hours per week working outside of class. Hence, a 3-credit course might have a minimum expectation of 9 hours of reading, study, etc.

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. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

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 or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX: The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as

required Discussion/Media Trends or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit towards the stairs next to the elevator. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Student Support Services UT 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. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

<p>Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911.</p>

Tentative Schedule

JANUARY			Assignment	Activity	Notes
TU	20	INTRODUCTION			
TH	22	Introduction to paper and library catalog: class goals	Assign Presentation and Final Paper		
TU	27	Paper format (APA) and library catalog. Research Methods.	Media: Theories		
TH	29	Research Methods (Continue). Topic Selection.	Media: Theories	Pitch your topic	
FEBRUARY					
TU	3	Topic Selection		Pitch Your Topic	
TH	5	Topic Selection		Pitch Your Topic	
TU	10	Topic Selection		Pitch Your Topic	
TH	12	How to Use Flip Video Cameras		Flip Video	
TU	17	Movie/Discussion/Media Trends			
TH	19	Movie/Discussion/Media Trends			
TU	24	Movie/Discussion/Media Trends			
TH	26	Movie/Discussion/Media Trends			
MARCH					
TU	3	Movie/Discussion/Media Trends			
TH	5	Movie/Discussion/Media Trends			
TU	10	SPRING BREAK			
TH	12	SPRING BREAK			
TU	17	Movie/Discussion/Media Trends			
TH	19	Movie/Discussion/Media Trends			
TU	24	Movie/Discussion/Media Trends			
TH	26	Media Trends/Presentations 1-3			
TU	31	Media Trends/Presentations 4-6			
APRIL					

TH	2	Media Trends/Presentations 7-9			
TU	7	Media Trends/Presentations 10-12			
TH	9	Media Trends/Presentations 13-15			
TU	14	NO CLASS – Follow Twitter			
TH	16	NO CLASS – Follow Twitter			
TU	21	Media Trends/Presentations 16-18			
TH	23	Media Trends/Presentations 19-21			
TU	28	Media Trends/Presentations 22-24			
TH	30	Media Trends/Presentations 25-27			
MAY					
TU	5	Discuss Final Paper questions: Meet to answer questions/concerns about format, content, etc. DRAFT DUE (AT LEAST 8 PAGES)			
TH	7	FINAL PAPER DUE: Email paper to jrod@uta.edu AND 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 not be accepted.			