

BCMN 2360 – Introduction to Broadcasting

Spring 2019

Mon/Wed/Fri - 9:00 – 9:50am

Instructor: LaDonna Aiken

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Course Description

This course is a survey of historical and contemporary operations and functions of broadcasting. Students will learn how broadcasting and the electronic media operate including understanding of stations, program distribution methods and facilities, regulation and the FCC, networks, advertising agencies, audience ratings and new technologies

Required Text and Other Course Materials

Rent this book: Michael A. McGregor, Paul D. Driscoll, and Walter McDowell (2010) **Head's Broadcasting in America: A Survey of Electronic Media**, 10th edition, Allyn & Bacon

NOTE: Your Reflection Journal may be handwritten or electronic.

LEARNING OUTCOMES

At the conclusion of the course, students will be able to:

- Identify the key pioneers of the broadcast industry and the role of professionals and institutions in shaping broadcast communications.
- Describe major programming and research strategies used by broadcast and cable networks and research organizations
- Demonstrate knowledge of the first amendment principles and other major regulatory issues affecting the broadcast industry.
- Identify major mass communication theories.

LEARNING STRATEGIES

The learning outcomes will be achieved through the following learning strategies:

a. Outside preparation: Reading is to be completed outside of class. Instructor will assume that students have completed reading assignments prior to attending class. By reading the assigned book chapters or viewing material before class, students will become familiar with new terms and concepts that will be used during lecture and discussions.

b. Lecture/Discussion/Videos: These will provide summaries of important concepts or show key points on topics covered in the textbook.

c. Team Quiz: You will work with other students to complete a weekly quiz over each chapter. Teamwork emphasizes collaboration while learning new or complex material.

d. In-class Reflection Journal: This provides a way for the student to express their thoughts and feelings about the class content and learning objectives of the day. It must relate to the topic in class.

e. Projects: This will provide opportunities to incorporate knowledge gained through reading, research, and implementation of skills.

Reflection Journal: 20%

Participation: 30%

Assessments and Projects: 50%

Grade Scale:

A: 90 – 100

B: 80 – 89

C: 70 – 79

D: 60 – 69

Below 60: F

Tentative Schedule

January

Chapter 1: Media Convergence

Chapter 2 (start): History of Radio and TV

February

Chapter 2: History of Radio and TV

Chapter 3: Cable TV

Chapter 6: Commercial Broadcasting

Chapter 7: Public Broadcasting

March

Assessment and Project Presentations

Chapter 8: Programs and Programming

Chapter 9: Audience Measurement

April

Chapter 10: Media Theory and Effects

Chapter 11: Licensing and Regulation

Chapter 12: Law and Copyright

Chapter 13: A Global View

May

Final Assessment

"As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. –LaDonna Lynn Aiken

Attendance/Participation: At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. 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, my philosophy is that your attendance is vital toward the successful completion of the course requirements. Roll will be taken each class meeting. If you miss class due to official representation of the University in an authorized activity, you must supply the necessary documentation to me before that event. If you or a family member becomes seriously ill and you miss class, it is your responsibility to notify and provide documentation to me as soon as you return to class. You are responsible for work missed during your absence. An absence on a due date does not justify a late assignment.** While UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

Approved documentation includes but is not limited to:

- Notice from the university (university-sponsored activities)
- A court or legal document noting date and time
- Medical documentation noting date and time
- A letter written on letterhead stationery from a counselor, religious leader or employer

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/>).

Disability Accommodations: UT 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)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. 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 disability. Students are responsible for providing the instructor with official notification in the form of **a letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: **The Office for Students with Disabilities, (OSD)** www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy: *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.*

Title IX Policy: The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.*

Academic Integrity: Faculty are encouraged to discuss the Honor Code and the consequences of cheating, including plagiarism with their students.

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 in their courses by 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.** Additional information is

available at <https://www.uta.edu/conduct/>. Students are encouraged to review these guides on plagiarism <http://libguides.uta.edu/researchprocess/plagiarism> <http://libguides.uta.edu/copyright/plagiarism>

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>.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

Student Feedback Survey: At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are 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 via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: for semester-long courses, 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 field trips 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 the room and move toward the nearest exit. 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 <http://www.uta.edu/universitycollege/resources/index.php>.

University Tutorial & Supplemental Instruction (Ransom Hall 205): UTSI offers a variety of academic support services for undergraduate students, including: 60 minute one-on-one [tutoring sessions](#), [Start Strong Freshman](#) tutoring program, and [Supplemental Instruction](#). Office hours are Monday-Friday 8:00am-5:00pm. For more information visit www.uta.edu/utsi or call 817-272-2617.

The IDEAS Center (2nd Floor of Central Library) offers **FREE** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in, or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

Stop. Think. Protect Yourself. You Have Choices.

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. This graphic provides each member of the UTA community with information and options for responding to an active threat. These options are not chronological, but are designed to address dynamic situations. Assess the situation (your location, the location of the threat, type of threat, etc.), identify and weigh your options, develop a plan of action and commit to it.

YOUR OPTIONS TO AN ACTIVE THREAT

You Have Choices!

A V O I D	<ul style="list-style-type: none"> • AVOID the situation. <u>Stay away</u> from the area and campus. • If you can safely leave the area, RUN. • Get others to leave the area, if possible. • Prevent others from entering the area. 	<ul style="list-style-type: none"> • Know your exit and escape options. • If in a parking lot, get to your car and leave. • If in an unaffected area, stay where you are. • When you are safe, call UTA PD at 817. 272.3003 or 911 with information you have.
D E N Y	<p>If you can't leave the area safely, DENY or slow entry to the intruder:</p> <ul style="list-style-type: none"> • Lock/barricade doors with heavy items. • Turn off lights/projectors/equipment. • Close blinds and block windows. • Stay away from doors and windows. 	<ul style="list-style-type: none"> • Silence phones and remain quiet. <u>Don't let your phone give you away.</u> • HIDE and take cover to protect yourself. • Be prepared to run or defend yourself.
D E F E N D	<p>If you can't AVOID or DENY entry to the intruder, DEFEND your location:</p> <ul style="list-style-type: none"> • As a last resort, <u>FIGHT for your life.</u> • Use physical force and any weapons available - fire extinguishers, books, chairs, belts, umbrellas, pens/scissors, hot coffee/drinks, trash cans, etc. 	<ul style="list-style-type: none"> • Use the element of surprise. • Work together as a team. Develop a plan. Commit to your actions. Your life depends on it. • Be aggressive, loud, and determined in your actions.

Follow ALL instructions.

For more information, go to: police.uta.edu/activeshooter



Emergency: 817.272.3003
Non-Emergency: 817.272.3381
police.uta.edu

Additional information for active threat and other emergency situations can be found through the links: police.uta.edu/activeshooter, police.uta.edu/em

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. Non-emergency number 817-272-3381