

## **EM&C 3300: ELECTRONIC MEDIA AND SOCIETY (Fall 2007)**

Class Meets: Tuesday and Thursday 3:30-4:50 p.m. in MCOM 101

Instructor: Dr. Ed Youngblood Email: ed.youngblood@ttu.edu Office: MC-218 Office Phone: 742-6500 x. 229

Office Hours: Tuesday, Thursday, 1-2:00 p.m., Wednesday, 2:00-5:00 p.m or by appointment. Office hours may be used for discussions related to coursework, academic or career advising. Feel free to drop by the office if you have questions. I'm usually around. I strongly encourage students to come by and talk to me if they have questions.

**COMMUNICATION:** Course announcements will frequently be made the class listserv (mailing list). Make sure that your eraider alias goes to the email address you usually use. You can manage your eraider account at <http://eraider.ttu.edu>. Grades and some course material will be distributed using the Texas Tech eLearning module found in the university's web portal, <http://raiderlink.ttu.edu>. Because of the problems posed by spam, please put "**EM&C 3300**" in the subject line of any email you send me. Be aware that failure to use the correct subject line will mean that your email message will probably not be read.

### **LEARNING OBJECTIVES:**

- To obtain a basic understanding of the historical development of electronic media technologies
- To achieve a knowledge of the current electronic media technologies
- To study the social, economic, cultural and behavioral effects of electronic media technologies
- To examine the structure of technology industries on a local, national and global scale
- To be aware of some of the legal issues facing consumers and companies using technology
- To develop a foundation for more advanced courses in electronic media and communications

**ASSESSMENT: Formal:** Exams, quizzes, class discussion. **Informal:** Polling the class, non-graded quizzes, active learning techniques, muddiest point activities.

**TEXTS:** Erik Bucy, *Living in the Information Age: A New Media Reader*, 2<sup>nd</sup> ed. (Wadsworth, 2004).

Brian Winston, *Media Technology and Society: A History: From the Telegraph to the Internet* (Routledge, 1998).

**PODCASTS:** I will post a course related podcast about every two weeks. The podcasts are opportunities to clarify concepts and answer student questions more than to present new material. If you would like to submit a question for the podcast, please email me. In the past I have had students interested in helping record the podcast. Students interested in participating in creating the podcasts should come talk to me. While there is no extra credit for helping record the podcast, it is a great chance to get questions answered and to learn about the technology. The material on the podcasts is testable. The podcasts will be posted in the classroom resources section of eLearning as MP3s. You do not need an iPod or iTunes to listen to the MP3s.

### **ADDITIONAL MATERIAL:**

Readings and audio posted on eLearning

Videos shown in class

Lectures and discussions

**ACADEMIC INTEGRITY:** It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed, whether through cheating or plagiarism, is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. See the section on "Academic Conduct" in the *Code of Student Conduct* for details of this policy.

**GRADING:** There will be **four examinations** including the final examination. The lowest exam grade will be dropped and the remaining three exam grades will each be worth 32 percent of your grade. Two percent of your grade will be based on the average of a series of **pop quizzes** given during the semester. You will be allowed to drop one quiz. Quizzes may be given at any time in the class and it is possible for there to be more than one quiz in a day. The remaining two percent of your grade will be based on participation in **group discussions** in class. Each group will provide a sign in sheet. If you miss a quiz or a discussion due to an **excused** absence, you can make them up by writing a 250-word essay on an appropriate topic given by the instructor. The writing assignment will be due within seven days after you return to class. If you miss an examination, the instructor reserves the right to change the format/questions on the exam. In addition, the instructor will set the date and time for any makeup test. If you miss an examination or a quiz for a reason other than an excused absence, the exam/quiz will be the one that you drop. Additional exams or quizzes that are missed for other than an excused absence will be zeros. Class discussion missed for other than an excused absence cannot be made up. **Academic Integrity standards will be enforced. Each assignment should contain your work. Under no circumstances should you sign someone in who is not here. Violators of academic integrity standards will be required to leave the course with an "F".**

### **Grade Breakdown (discussed above)**

Exams – 32% each (you are allowed to drop one exam, including the final)  
Group Discussion – 2% (you are allowed to drop one)  
Pop Quizzes – 2% (you are allowed to drop one)

### **Exam Dates**

September 27 – **Exam #1** (Media Technology: Intro, 1-7, 17 Living in the Info Age: 1, 2)  
October 25 – **Exam #2** (Media Technology: 8-16, 18, Living in the Info Age: 3)  
November 29 – **Exam #3** (Living in the Info Age: 3-11, Economist Articles, Giving it Away)  
December 8, 7:30- 9:30 a.m. – **Final Exam** in MC 101, (Comprehensive)

**ATTENDANCE:** I do not take attendance in the class. There are, however, pop quizzes and discussion grades during the semester. If you need to be absent for official Texas Tech business you must notify the instructor at least one week prior to the absence with (1) a memo on official TTU letterhead (not a photocopy) and (2) an e-mail with contact information from the TTU advisor. If you do not meet these requirements for an “official TTU business absence”, you will be counted absent for the day(s) you missed class. Absences caused by extended illness or hospitalization will be considered as excused absences. The student is responsible for bringing adequate documentation and ensuring that their attendance is properly recorded.

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave the class. Disruptive behavior includes, but is not necessarily limited to: leaving cell phones and beepers on, eating and drinking in the classroom, excessive tardiness, leaving the lecture early, making offensive remarks, missing deadlines, prolonged chattering, reading newspapers during class, sleeping, talking out of turn, shuffling backpacks or notebooks, demanding special attention. Before each class, please turn off or silence all cell phones, beepers, alarms, or any other electronic noise-making device. Please be aware that mobile phones are not supposed to be used in the Mass Communications Building except in private offices.

**SPECIAL ARRANGEMENTS:** The University is committed to the principle that in no aspect of its programs shall there be differences in the treatment of persons because of race, creed, national origin, age, sex, or disability, and that equal opportunity and access to facilities shall be available to all. If you require special accommodations in order to participate, please contact the instructor at 742-6500 ext. 229 or in his office, MCOM 218. Students should present appropriate verification from Disabled Student Services, Dean of Students Office. No requirement exists that accommodations be made prior to completion of this approved University process.

**HOLY DAY OBSERVANCE:** A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence if, not later than the fifteenth day after the first day of the semester, the student has notified the instructor of each scheduled class that the student would be absent for a religious holy day.

**EM&C 3300 COURSE SCHEDULE (Subject to change, other readings may be added)**

<i>Date</i>	<i>Lecture Topic</i>	<i>Readings (due date listed)</i>	<i>Assignment /Notes</i>
<b>Week 1</b>			
Aug. 28	Course Overview & Information Revolutions		
Aug. 30	Technology and Trends response	Podcast #1 Living in the Info Age: Chapter 1 Media Technology: Introduction	
<b>Week 2</b>			
Sept. 4	How we study technology	Living in the Info Age: Chapter 2	
Sept. 6	The telegraph	Media Technology: Chapter 1	
<b>Week 3</b>			
Sept. 11	The telephone	Media Technology: Chapter 2	
Sept. 13	The telephone	Media Technology: Chapter 3	
<b>Week 4</b>			
Sept. 18	Radio and Regulation	Media Technology: Chapter 4	
Sept. 20	Television	Media Technology: Chapter 5-6	
<b>Week 5</b>			
Sept. 25	Television & Cable	Media Technology: Chapters 7, 17	
Sept. 27	<b>Exam #1</b>	Media Technology: Intro, 1-7, 17 Living in the Info Age: 1, 2	<b>Exam #1</b>
<b>Week 6</b>			
Oct. 2	Satellites	Media Technology: Chapters 15, 16	
Oct. 4	Early Computers	Media Technology: Chapters 8-9	
<b>Week 7</b>			
Oct. 9	Mainframes and the computerization of society	Media Technology: Chapters 10-11	
Oct. 11	The personal computer revolution	Media Technology: Chapter 12	
<b>Week 8</b>			
Oct. 16	Networks	Media Technology: Chapters 13-14	
Oct. 18	The Internet and where we are headed	Media Technology: Chapter 18	
<b>Week 9</b>			
Oct. 23	Convergence	Living in the Info Age: Chapter 3	
Oct. 25	<b>Exam #2</b>	Media Technology: 8-16, 18 Living in the Info Age: 3	<b>Exam #2</b>
<b>Week 10</b>			
Oct. 30	Media Concentration	Living in the Info Age: Chapter 4	
Nov. 1	Uses for the new technology	Living in the Info Age: Chapter 5	
<b>Week 11</b>			
Nov. 6	Media Saturation	Living in the Info Age: Chapter 6	
Nov. 8	Social Impacts of Technology	Living in the Info Age: Chapter 7 Living in the Info Age: Chapter 8	
<b>Week 12</b>			
Nov. 13	Electronic Democracy	Living in the Info Age: Chapter 9	
Nov. 15	The Digital Divide	Living in the Info Age: Chapter 10 Economist (on eLearning)	
<b>Week 13</b>			
Nov. 20	Copyright		
Nov. 22	No class - Thanksgiving	Living in the Info Age: Chapter 11 Giving it Away (on eLearning)	
<b>Week 14</b>			
Nov. 27	Privacy	Economist Articles, Giving it Away	
Nov. 29	<b>Exam #3</b>	Living in the Info Age: Chapter 12 Living in the Info Age: 3-11	<b>Exam #3</b>
<b>Week 15</b>			
Dec. 4	Where is the industry headed?		
Dec. 6	<b>Last Day of Class: Review for Final</b>	TBA	
Saturday Dec. 8	<b>Final Exam in MC 101, 7:30 – 9:30 a.m.</b>		<b>Final Exam Comprehensive</b>