

RTVF 100, Intro to Radio-TV-Film, Prof. Ed Fink, Spring 2012

1. Faculty Information

Name: Edward J. Fink, Ph.D., Professor, Radio-TV-Film

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Office hours: TuTh 10:30a-12:00p

2. Course Information

Title: RTVF 100, Intro to Radio-TV-Film

Specs: section 1, schedule 13634, meets Jan 24 – May 15, TuTh 1:00-2:15p, SGMH-1506

URL: Use portal and “Titanium” tab.

Prerequisites: none.

Description: Catalog. Overview of the history, structure, and function of the radio, TV, and film industry. Includes current issues, relevance to society, employment options, and other topics.

Additional. The emphasis of this course is to introduce you to the INDUSTRY of radio, television, and film. The course is divided into three broad areas: background, business, and issues.

- Weeks 1-4 are devoted to the first area—the BACKGROUND of broadcasting—which includes the history of global telecommunications, the internet, portable media, video games, television, and radio. Week 5 holds the first exam, which covers these background topics.
- Weeks 5-9 explore the second area—the BUSINESS of radio, TV, and film—which includes movies, careers, media conglomerates, development, programming, sales, and advertising. Week 10 offers the second exam, which covers these business aspects.
- Weeks 10-14 examine the third area—ISSUES in the industry—which include promotion, audience feedback, effects research, laws, ethics, technical aspects, and international concerns. Week 14 presents the third exam, which covers these issues.
- Weeks 15-16 are devoted to an information literacy exercise.

The readings provide the context for most class sessions. Class time is devoted to a variety of learning strategies, including highlighting the main items in each reading, discussing relevant topics, screening relevant videos, and interacting with guest speakers from academia and the industry.

Text: Gross, Lynne Schafer. (2010). *Electronic Media: An Introduction* (10th ed.). Boston, MA: McGraw-Hill Higher Education. ISBN 978-0-07-337886-2.

Objectives, Learning Goals, and Assessment:

Learning Goals	Assessment
RTVF Program Goal 7: Demonstrate a basic knowledge of historical, legal, and ethical issues.	Three graded objective examinations
Investigate the history of electronic media.	First graded objective examination
Examine the business of film and electronic media.	Second graded objective examination
Analyze the issues of electronic media and film.	Third graded objective examination
Assess the study of electronic media and film.	Information literacy exercise

3. Grading Standards

UPS 300.020, “Grading Practices,” <http://www.fullerton.edu/senate/documents/PDF/300/UPS300-020.pdf>.

Breakdown: Grades are calculated based on three exams and a short essay. Each exam is non-cumulative, equally-weighted, objective, and multiple-choice, consisting of 49 questions. Given three exams, there are 147 total test questions. The short essay, or information literacy exercise, is worth 3 points. This yields a total of 150 points for the semester.

Plus-minus: Plus and minus grades are NOT assigned in this class. The conventional, five-point, percentage scale is used for letter grades.

Letter	Value	Percent	Points
A	4.0	90-100	135-150
B	3.0	80-89	120-134
C	2.0	70-79	105-119
D	1.0	60-69	90-104
F	0.0	0-59	0-89

4. Grading Policy

Examination Dates (instructor provides study questions weekly in preparation for each exam):

- Exam 1, Thursday of week 5, **February 23**, in class, bring a scantron 882
- Exam 2, Thursday of week 10, **April 5**, in class, bring a scantron 882
- Exam 3, Thursday of week 14, **May 3**, in class, bring a scantron 882

Information Literacy. Students participate in an information literacy exercise during weeks 15 and 16. A librarian provides instruction on using library resources for research. Each student applies the instruction by writing a short paper on a topic of his/her choosing. A maximum of three points may be assigned for the exercise: 1=attend one of the library sessions; 2=submit a two-page paper; 3=the two-page paper is well-written and correctly cites the minimum required sources. The papers are due at the instructor's office, CP-650-09, no later than final exam time, Tuesday, **May 15**, 12:00-1:50p.

Make-up Policy: Consistent with UPS 300.005, "Final Examinations," <http://www.fullerton.edu/senate/documents/PDF/300/UPS300-005.pdf>, no make-up assignments or exams are given except for "reasons of illness, verified emergency, or other serious and compelling reasons." Make-up work, if allowed, is at the discretion of the instructor.

Extra Credit Options. There are no extra credit options in this class.

Required Materials and Equipment: All exams are closed-book and closed-notes, so no materials are permissible during exams, other than a pencil and a scantron 882 form. Outside exams, all readings, plus any other resources or materials students find of value, are permissible, including, but not limited to: electronic materials (e.g., CD-ROMS), websites, audio and video recordings, and so on. Additionally, students are strongly encouraged to use the course website, available through their portals at the "Titanium" tab. The instructor posts the syllabus, study questions for exams, and other items of interest here. This website is a good resource for success in the class. Another useful website for all your RTVF classes is the "Radio-TV-Film Library Research Guide" page: <http://guides.library.fullerton.edu/radiotvfilm/>.

Attendance Policy: It is assumed that you attend class on time each day, unless you have a valid reason for being tardy or absent, such as illness or a family emergency. However, no grade is assigned for attendance (except one point for a library session during week 15). Class meetings are where I present and emphasize information for the exams. At least one test question, often more, comes from each day's presentation, whether from video, a guest speaker, or the instructor, as well as from readings.

5. Class Assignments

Readings: The 16-week schedule at the end of this syllabus outlines the readings for each week. Many test questions are based on these reading assignments.

Lectures: Other exam questions are based on the lectures, both by the instructor and by guest presenters. Students are responsible for taking usable notes to study for exams.

Videos: Some videos about different aspects of radio, television, film, and the internet are screened in class and are available for additional viewing online and at the library. Each exam includes some questions from these videos, as well.

Information literacy: The last week of instruction and final exam week are devoted to increasing your information-seeking skill in a rapidly changing RTVF environment. This skill is information literacy—the basis for lifelong learning. This short three-point project is due no later than **May 17**, 12:00p.

6. Special Needs

Students have a right to accommodations for documented special needs via the Office of Disabled Student Services, UH 101, 657-278-3117, <http://www.fullerton.edu/disabledservices/>. Please notify the instructor.

7. Academic Integrity, Penalties for Academic Dishonesty

It is each student's responsibility to be familiar with the University Policy on "Academic Dishonesty," UPS 300.021, <http://www.fullerton.edu/senate/documents/PDF/300/UPS300-021.pdf>. "Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism, and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show a possession of a level of knowledge or skill, which he/she in fact does not possess." Penalties for violating academic integrity range from a grade of "F" on the assignment to an "F" in the course to additional disciplinary action, including expulsion from the university. All incidents of academic dishonesty are reported to the Judicial Affairs Office, <http://www.fullerton.edu/deanofstudents/judicial/>.

8. Campus Emergency Procedures

Students should familiarize themselves with the “Campus Emergency Preparedness” information: http://www.fullerton.edu/emergencypreparedness/ep_students.html.

I encourage students to join the RTVF listserv rtvf-subscribe@yahoogroups.com or <http://groups.yahoo.com/group/rtvf/join>, and/or Titan Communications <http://titancom.fullerton.edu/> and Titan Radio <http://tir.fullerton.edu/>.

Calendar of Topics

UNIT 1: BACKGROUND

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|------------------|--|
| 1 Tu 1/24 | Lec 1: Welcome -- petitioners, overview, Titanium, syllabus, exams, info literacy |
| 1 Th 1/26 | Lec 2: Global Telecommunications Development
Read: Ch. 1 “The Significance of Electronic Media” |
| 2 Tu 1/31 | Screen: “The Internet: Behind the Web” (TK 5105 .875 .I57 I54 2000, 50 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/the_internet_behind_the_web/player.html
Read: Ch. 2 “The Internet, Portable Devices, and Video Games” |
| 2 Th 2/2 | Lec 3: Video Games |
| 3 Tu 2/7 | Screen “Television: Window to the World” (TK 6637 .T45 1997, 50 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/tv_window_to_the_world/player.html
Read: Ch. 3 “Early Television” |
| 3 Th 2/9 | Screen: “Cable TV and Beyond” (HE 8700.72 .U6 C36 1998, 30 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/cable_tv_beyond/player.html
Read: Ch. 4 “Modern Television” |
| 4 Tu 2/14 | Screen “Radio: Out of Thin Air” (TK 6547 .R33 1997, 50 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/radio_out_of_thin_air/player.html
Read: Ch. 5 “Radio” |
| 4 Th 2/16 | Guest: TBA |
| 5 Tu 2/21 | Topic: catch up; review for exam 1 |
| 5 Th 2/23 | Exam 1, Scantron 882 and pencil |

UNIT 2: BUSINESS

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| 6 Tu 2/28 | Lec 4: Film History 1: 1890-1915
Screen: “The Movies Story” (PN 1993.5 .A1 M68, 1970, 25 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/the_movies_story/player.html
Read: Ch. 6 “Movies” |
| 6 Th 3/1 | Lec 5: Film History 2: 1909-2012 |
| 7 Tu 3/6 | Lec 5: Finish Film History 2: 1909-2012
Screen: “Film History” (PN 1993.5 .U6 F49 1998, 30 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/film_history/player.html |
| 7 Th 3/8 | Topic: Careers
Read: Ch. 7 “Careers in Electronic Media”
Guests: Pam Caldwell—RTVF Internships, Laura Neal—Career Center & Internships
Guest: TBA |
| 8 Tu 3/13 | Lec 6: Media Giants
Read: Ch. 8 “Programming” |
| 8 Th 3/15 | Lec 7: Development
Screen: Classic TV Clips |

- 9 Tu 3/20 Guest: Tentative - Chris Brown, Entertainment Manager, Anaheim Ducks
Read: Ch. 9 "Sales and Advertising"
- 9 Th 3/22 Screen: "The Film Industry"
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/the_film_industry/player.html
- Tu 3/27 *** NO CLASSES ***
-- Th 3/29 *** SPRING RECESS ***
- 10 Tu 4/3 Topic: catch up, review for exam 2
10 Th 4/5 Exam 2, Scantron 882 and pencil

UNIT 3: ISSUES

- 11 Tu 4/10 Lec 8: Laws and Ethics
Read: Ch. 11 "Laws and Regulations"
- 11 Th 4/12 Lec 9: Effects Research and Issues
Read: Ch. 12 "Ethics and Effects"
- 12 Tu 4/17 *** NO CLASS: INSTRUCTOR AT CONFERENCE ***
Screen: "Media Audience and Feedback" (P 96 .A83 M42 1998, 30 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/media_audience_and_feedback/player.html
Read: Ch. 10 "Promotion and Audience Feedback"
- 12 Th 4/19 Lec 9: Finish Effects Research and Issues
Screen: McGraw-Hill video clips
- 13 Tu 4/24 Guest: COMM WEEK
Read: Ch. 13 "Technical Underpinnings"
- 13 Th 4/26 Guest: COMM WEEK
Screen: "Global Media" (P 94.6 .G56 1998, 30 min.)
http://distance-ed.fullerton.edu/bbpresentations/ed_fink/global_media/player.html
Read: Ch. 14 "The International Scene"
- 14 Tu 5/1 Lec 10: Issue Update
Review for exam; course evaluations
14 Th 5/3 Exam 3, Scantron 882 and pencil

UNIT 4: INFORMATION LITERACY

- 15 Tu 5/8 Information literacy training in library
15 Th 5/10 Information literacy training in library
- 16 Tu 05/15 12:00-1:50p, information literacy paper due, instructor's office, CP-650-09**

This syllabus complies with University Policy Statement (UPS) 300.004, "Policy on Course Outlines,"
<http://www.fullerton.edu/senate/documents/PDF/300/UPS300-004.pdf>.