

COM 2733.001, 2733. 001, 901  
Introduction to Communication Technologies (MW 4:00-5:15 P.M.)

Fall 2009 MB 0.302 (1604), FS 2.534 (DT)

Professor: Dr. Seok Kang (MB 2.248H)

Office Hours: 2:00 – 3:30 P.M. MW

Or by appointment

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### 1. Course Description

Overview of media and networks used for entertainment and information distribution, storage, and retrieval. Emphasis on the interrelationships among technology, economics, policy, society, and culture.

### 2. Course Objectives

This course is a survey and exercise course covering

- The structure of communication technologies
- Technologies include television, radio, cable, home video, DVD, and the Internet

This course examines

- New media technology history
- Fundamentals of technology
- Business and economics of technologies
- Regulation
- Programming
- Impact
- Careers of digital-electronic media

This course aims at

- Students' gaining factual knowledge about media technologies
- Learning fundamental principles
- Generalizations in the field of communication technologies
- Integration of concepts into real-world cases

Students through this course are expected to acquire an interest in learning about communication technologies by

- Asking questions
- Seeking answers

Students will be given assignments of integrated applications of class materials into real-life cases.

**BY THE END OF THIS SEMESTER, MY HOPE IS THAT STUDENTS WILL BE ABLE TO INTEGRATE THE CONCEPTS AND PRACTICES COVERED IN THE CHAPTERS INTO REAL LIFE SITUATIONS-REAL WEBSITE CREATION.**

### 3. Text and Readings

#### Required Text

Dominick, J., Sherman, B., & Messere, F. (2008) (6<sup>th</sup> Ed.). *Broadcasting, cable, the Internet and beyond*. New York: McGraw-Hill.

#### 4. Course Content\*

Date	Topics	Chapters	Other
Aug. 26 (W)	Introduction		
Aug. 31 (M)	History of Broadcast Media (Digital Media)	1	
Sep. 2 (W)	History of Broadcast Media (Digital Media)	1	
Sep. 7 (M)	<b>Labor Day-No Class</b>		
Sep. 9 (W)	History of Cable, Home Video, and the Internet	2	
Sep. 14 (M)	Audio and Video Technology (Camera, Audio)	3	
Sep. 16 (W)	Audio and Video Technology	3	
Sep. 21 (M)	Radio Today (Web Radio)	4	
Sep. 23 (W)	Broadcast and Cable/Satellite TV Today	5	
Sep. 28 (M)	Broadcast and Cable/Satellite TV Today (Digital Cable and Satellite)	5	
Sep. 30 (W)	<b>Test #1 (Chapters 1-5, class lecture)</b>		
Oct. 5 (M)	The Internet and New Media Today	6	
Oct. 7 (W)	The Internet and New Media Today	6	
Oct. 12 (M)	The Business of Broadcast, Satellite, and Cable	7	
Oct. 14 (W)	The Business of Broadcast, Satellite, and Cable	7	
Oct. 19 (M)	Radio Programming	8	
Oct. 21 (W)	TV Programming	9	
Oct. 26 (M)	Rules and Regulations (Telecomm Acts)	10	
Oct. 28 (W)	Rules and Regulations (First Amendment)	10	

Nov. 2 (M)	<b>Test #2 (Chapter 1-10, class lecture)</b>	10
Nov. 4 (W)	Self-Regulation and Ethics	11
Nov. 9 (M)	Ratings and Audience Feedback	12
Nov. 11 (W)	Effects-Traditional Television	13
Nov. 16 (M)	Effects-Digital Media	13
Nov. 18 (W)	Effects-CMC and Social Interaction	13
Nov. 23 (M)	<b>Group Presentation</b>	
Nov. 25 (W)	<b>Group Presentation</b>	
Nov. 30 (M)	<b>Group Presentation</b>	
Dec. 2 (W)	The International Scene	14

TBA                    **Test #3 (Chapter 1-14, class lecture)**

\*Course outline is subject to change at the instructor's discretion.

#### 5. Student Evaluation Procedures

##### Exams (60%)

There will be three exams during the semester. It will be in forms of multiple choices and true/false questions, and cover one or more units of the class materials. The exam will also cover supplemental course content presented by the professor. The test is worth 60% of the total grade (20% for each). The exam will be administered in class and will be closed book and notes. Each test result will be posted on WebCT. The tests are cumulative.

##### Assignment (10%)

Students are required to complete and hand in assignments of written works. Each assignment will be graded and posted on WebCT.

##### Readiness Assessment Quizzes (RAQ) (10%)

These tests are in-class group discussion quizzes. I will distribute scratch off answer sheets for students' answers on the questions. Each group member will receive a grade according to the correct answers. Detailed information will be provided in class.

##### Group Project (20%)

There will be a group project requiring students to visit a local media company. Detailed information such as companies to contact and a project grading rubric will be provided in class.

<u>Summary of Grading</u>	<u>Percentage</u>	<u>Scale</u>
First Exam	20%	90-100%
Second Exam	20%	80-89%
Third Exam	20%	70-79%
Assignments	10%	60-69%
Readiness Assessment Tests	10%	Below 60%
Group Project	20%	
Total	100%	

#### 6. Course Policy

Regular attendance is expected. Each week, it is essential that all students read the equivalent chapter before class and be prepared to participate in class discussion and exercises.

#### 7. Computer and Cell Phone Policy

**Students can use their laptops and cell phones any time in class as long as they use them for class. Students are encouraged to bring their laptops and cell phones to participate in class discussions and interactions.**

8. Research on student teaching proves the effectiveness of physical exercises and interactions in class. The professor will organize many class exercises through group discussions, role play, presentations, and other interactions. The professor seeks students' cooperation in this matter.

STUDENTS ARE WELCOMED TO USE MANY DIFFERENT WAYS OF PRESENTING THEIR TERM PROJECT (MEDIA COMPANY VISIT) SUCH AS VIDEO, WEBSITE, PLAY, PERFORMANCE, ART, MUSIC, AND OTHERS. DO NOT HESITATE TO USE YOUR OWN CREATIVE WAYS TO PRESENT YOUR WORKS.

#### 9. Plagiarism

All of your work is expected to be original, yours and yours alone, and must reflect careful preparation. Any and all use of source materials shall be cited properly within your work, and shall be documented in the bibliography section of your assignment. Passing off someone else's work as your own is unethical and inexcusable. It will result in an "F" for the course.

Students will use WebCT (<http://webct6.utsa.edu>) to check class schedule, assignments submission, test information, and class material. Use your WebCT ID and P/W to log-on.

#### 10. Research Assistance

Contact DeeAnn Green, (210) 458-6666, [deeann.green@utsa.edu](mailto:deeann.green@utsa.edu) for research assistance regarding data or literature search for your completion of assignments and group project.

#### 11. Classroom Behavior Expectations

Minimally include a simple student behavior clause and elaborate as necessary (e.g., you might want to include directions on the use (and misuse of laptops), student chatting during class, cell phones, etc.

*Classroom Behavior:* All members of the class are expected to behave with courtesy and respect toward others. Should behavioral disruptions interfere with the business of the classroom and the ability of class members to learn, they may be reported to the Office of Student Judicial Affairs in accordance with Section 202 of the UTSA Student Code of Conduct (<http://www.utsa.edu/OSJA/index.cfm>).

## 12. University Policy on Academic Dishonesty

Be sure to include a section on academic dishonesty and its consequences along the following lines:

*University Policy on Academic Dishonesty:* Students are expected to be above reproach in scholastic activities. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. "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 exam for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts" (UT Regent's Rules of Regulation). Since scholastic dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. If you have any questions about this (especially what constitutes plagiarism), please stop by my office and I'd be most happy to discuss it. You can also refer to the UTSA Student Code of Conduct on scholastic dishonesty and disciplinary action. This is available at: <http://www.utsa.edu/OSJA/index.cfm>

## 13. Academic Success and the Tomás Rivera Center

Though not mandatory, it is useful to include information on academic support services for students, especially in introductory-level classes. As a useful sidebar, the TRC has also recently begun to offer various workshops and other support for graduate students as well.

*Academic Success and the Tomás Rivera Center:* The TRC provides an array of services to assist student in achieving learning success. A large proportion of beginning students find that the skills they develop in high school may not be adequate for success at the college level. The TRC provides training and assistance in such areas as study skills, test taking strategies, note taking skills, etc. The Center also has individual advising and tutoring for some courses. At the moment, tutoring is not available for this course but the various skills workshops that they run along with individual advising may prove extremely helpful. The TRC is located in the University Center 1.01.02 (far west end of the UC). You can reach them via the web ([www.utsa.edu/trcss](http://www.utsa.edu/trcss)) or by phone (458-4694).

## 14. Other Student Support Services

Students with documented impediments and challenges may receive a variety of support services from the Office of Disability Services, and a section should be included in the syllabus to this regard:

Other Student Support Services: UTSA students with documented disabilities have access to an array of support services through the Office of Disability Services (office: MS 2.03.18; phone: 458-4157; web: <http://www.utsa.edu/disability/>).

#### 15. Sec. 202. Specific Conduct Proscribed

3. "failure to comply with any order or instruction of an official of the University or The University of Texas System acting in the course of his or her authorized duties" -- this refers to your and my directive to stop talking and disrupting the class.
  
  18. "engaging in conduct, either alone or in concert with other people, that is intended to obstruct, disrupt, or interfere with, or that in fact obstructs, disrupts, or interferes with any scheduled class" -- remind her we have witnesses to testify against her in a hearing
16. A) The last date for Sophomores and above to withdraw from a class is R Oct. 29.  
 B) the last date for a Freshman to withdraw from a class is R Dec. 2.  
 A full fall semester calendar with other important dates can be found at:  
[http://www.utsa.edu/registrar/reg\\_materials/reg\\_calendar\\_fall.pdf](http://www.utsa.edu/registrar/reg_materials/reg_calendar_fall.pdf)

#### 17. Final Grade Calculation Tips

1. Each grading category has its allotted percentage.
2. Use the percentage to calculate your final grade.
3. For example, if they are assignments (20%), project (20%), test 1 (20%), test 2 (20%), and test 3(20%),
  - a. Assume you received 90/100 in your test 1. This means you earned 18 points ( $90 \times 0.2$ ).
  - b. Assume you received 95/100 in your test 2. This means you earned 19 points ( $95 \times 0.2$ ).
  - c. Assume you received 90/100 in your test 3. This means you earned 18 points ( $90 \times 0.2$ ).
  - d. Assume you submitted all assignments in time and got 100/100 for all submissions. This means you earned 20 points ( $100 \times 0.2$ ).
    - i. If there are 10 assignments in the semester, each assignment is worth 2%, in total 20% for 10 assignments.
  - e. Assume you received 90/100 in your project. This means you earned 18 points ( $90 \times 0.2$ ).
4. Therefore, your total average is  $18 + 19 + 18 + 20 + 18 = 93$ . This means your final grade is an A.