Professor: Dr. Lisa Brooten  
Department of Radio-Television and Digital Media  
Office: 1050G Communications Building  
Office hours: Mondays & Wednesdays 11:00am-2:00pm, or by appointment  
E-mail: lbrooten@siu.edu  

Please note: Do not expect me to respond to e-mail outside of regular office hours. I will do my best to get back to your e-mail within 24 hours, unless it is a weekend.

Teaching Assistant: Lu Fan  
Office: 2231 Communications Building  
Office Hours: Tuesdays 1-3pm and Thursdays 3:30-5:30pm  
E-mail: carol26@siu.edu

Required text and readings:  

Additional required readings will be assigned throughout the semester and will be available online, on reserve through the library, or handed out in class.

Course description:  
This course will examine the history, development, and operations of electronic media in our society. We will examine historical and contemporary trends in electronic media technologies, production and programming, and regulatory and policy structures. We will discuss major theoretical developments in understanding contemporary media. And we will analyze how media literacy – that is, critical viewing skills, including knowledge of media economics, ethics, and effects – can assist audiences in making sense of the multitude of mediated messages encountered on a daily basis.

Course objectives. By the end of this course, you will be able to:

* identify, define and describe historical and contemporary trends in the media industries, both nationally in the United States and globally
* identify and describe the key economic, political, cultural, and global forces influencing media operations
* demonstrate your understanding of how these key trends and forces influence media by applying them to contemporary case studies involving media
* summarize, classify, and explain key theories on media’s influence in society
* demonstrate your understanding of these key theories by applying them to analyze contemporary case studies involving the media
* assess the potential sociological impact of media production practices and media texts
Class Format:
The course work will consist of lectures, class discussions, screenings, and readings. **Note: You are expected complete all readings and assignments prior to class.**

Requirements and Grading:
Quizzes will be taken online and are cumulatively worth 20% of the grade. There will be two midterm exams worth 25% each, and a cumulative final exam worth 30% of the grade. Quizzes and exams will draw on material from the class lectures and discussions, the textbook, assignments, and screenings. *I will not lecture directly from the book, but will introduce new material in class that complements the week’s topic, and this in-class material will make up approximately 50% of the quiz and exam questions.*

Make up examinations for the midterms and final exam will only be given if there are extenuating circumstances such as severe illness, death in family, and university recognized religious holidays. You need to contact me as soon as possible, rather than just before the exam begins, and will need to provide documentation to support the circumstances. Oversleeping, a dentist appointment, a medical check-up, tickets to a concert, plane/train tickets home, etc... are not acceptable. These are controllable and thus inexcusable. **All online quizzes must be completed by the deadline**, after which access will be denied. Last minute Internet problems are not an acceptable excuse for inability to finish on time. Exceptions will be made only if I am contacted at least a full 24 hours in advance and only in documented emergency situations that prevent the completion of a quiz.

**NOTE: I will drop the lowest score out of the 8 online quizzes you complete.**

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Quizzes</td>
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<tr>
<td>Exam 1</td>
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<tr>
<td>Exam 2</td>
<td>25%</td>
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<tr>
<td>Final Exam (cumulative)</td>
<td>30%</td>
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100%

Grades will be assigned as follows:
90% or more of total points = A
80% - 89%: = B
70% - 79%: = C
60% - 69%: = D
59% or below = F

Intellectual community and extra credit: In order to foster our research community at SIUC, each of you will be able to attend for extra credit up to two (2) public presentations at SIUC that are relevant to the media in some way. To get credit, you will need to submit a 2-page, double-spaced (12-point font, 1” margins) written report on the event. Include in your report the presenter’s name, presentation title, location and time, sponsors, relevance to mass communication and media arts, and any connection you see with discussions we have had in class. While these will not be graded, they will count as extra credit. **Beyond these opportunities, please DO NOT ask for additional extra credit.**
Course Policies:
Attendance is required but will not be policed. We will not take attendance in class, however half of the material to be covered on quizzes and exams will be from the material discussed in class. I will not provide online access to powerpoint definitions or summaries of what was covered in class. If you want to see the materials, come to class when I present them. If you want to pass the class or do well in the class, come to class.

Come on time -- latecomers disturb the class. Please note: Class begins promptly at 10:00.

It is your responsibility to get notes from other students if you miss class. I will not provide lecture materials after the lecture is given—in other words do not expect me to present the lecture again during my office hours if you miss class. However, I am always available to answer specific questions about course material that is unclear.

Our class is a professional environment. Therefore, you need to pay attention and participate during lectures, class discussions, and screenings and refrain from inappropriate talking or other disruptive behavior. Ringing mobile phones, texting, or playing with phones during class are a serious problem – please don't add to it. Please turn all mobile communication devices off and put them away before entering class.

We will discuss in class the readings, videos, assignments and other class-related materials. You are expected to participate. Please note the shared space in the classroom – don’t allow yourself to dominate discussion, or to drop into silence. Participation is expected from everyone, including your encouragement of your classmates to speak, and your ability to participate as an active, engaged listener.

Additionally, all notes must be taken by hand. Laptop computers, word processors, or other devices are not to be used unless you provide documented proof of extenuating circumstances of need. Furthermore, although people often think of film screenings as social events, you will be working during screenings so please keep that in mind. Finally, do not begin to pack your belongings before class has been dismissed as this can also be disruptive, and drives me a little nuts.

Special Needs:
Students with special needs are requested to see me as soon as possible so we can make any necessary accommodations.

Cheating And Plagiarism Policy:
All work is expected to be your original work. The University considers both cheating and plagiarism serious offenses. Cheating or plagiarism in any of its varied forms will not be tolerated under any circumstances. The College of Mass Communication and Media Arts strictly prohibits the use of someone else’s work without proper citation. Any student caught engaging in plagiarism or other forms of academic dishonesty is subject to penalties set forth by the College of Mass Communication and Media Arts in accordance with Southern Illinois University-Carbondale. The minimum penalty for a student guilty of either dishonest act is a grade of “zero” for the assignment in question. The maximum penalty is dismissal from the University. These policies, and specifics about plagiarism, can be found in the Student Handbook.
RTD 200-001 Understanding Electronic Media - FALL 2015

Class timeline
(tentative and subject to change)

Week 1 – Aug 24-28 – Introduction and Mass Communication: A Critical Approach, Chapter 1
Monday 8/24 Introduction, Course Syllabus
Wednesday 8/26
Friday 8/28

Week 2 – Aug 31-Sept 4 – Media Economics and the Global Marketplace, Chapter 15
Monday 8/31
Wednesday 9/2
Friday 9/4 Quiz 1 (Chapters 1 & 15) due Sunday (Sept 6th) by 11:59pm

Week 3 – Sept 7-11 – Newspapers: The Rise and Decline of Modern Journalism, Chapter 3
Monday 9/7 LABOR DAY – NO CLASS
Wednesday 9/9
Friday 9/11

Week 4 – Sept 14-18 – Magazines in the Age of Specialization, Chapter 4
Monday 9/14
Wednesday 9/16
Friday 9/18 Quiz 2 (Chapter 3 & 4) due Sunday (Sept 20th) by 11:59pm

Week 5 – Sept 21-25 – Sound Recording and Popular Music, Chapter 5
Monday 9/21
Wednesday 9/23
Friday 9/25 Quiz 3 (Chapter 5) due Sunday (Sept 27th) by 11:59pm

Week 6 – Sept 28-Oct 2 – Exam 1 and Movies and the Impact of Images, Chapter 6
Monday 9/28 Exam 1 - Chapters 1, 15, 3, 4, and 5, and readings, lectures, screenings
Wednesday 9/30 Popular Radio and the Origins of Broadcasting, Chapter 6
Friday 10/2

Week 7 – Oct 5-9 – Movies and the Impact of Images, Chapter 7
Monday 10/5
Wednesday 10/7
Friday 10/9 Quiz 4 (Chapters 6 & 7) due Sunday (October 11th) by 11:59pm

********** OCTOBER 10-13 – FALL BREAK, NO CLASS MONDAY **********

Week 8 – Oct 12-16 – Television, Cable and Specialization in Visual Culture, Chapter 8
Monday 10/12 – FALL BREAK, NO CLASS
Wednesday 10/14
Friday 10/16
Week 9 – Oct 19-23 – The Internet and New technologies: The Media Converge, Chapter 9
Monday 10/19
Wednesday 10/21
Friday 10/23 Quiz 5 (Chapters 8 & 9) due Sunday (October 25th) by 11:59pm

Week 10 – Oct 26-30 – Electronic Gaming and the Media Playground, Chapter 10
Monday 10/26
Wednesday 10/28
Friday 10/30

Week 11 – Nov 2-6 Advertising and Commercial Culture, Chapter 11
Monday 11/2
Wednesday 11/4 – VETERAN’S DAY – NO CLASS
Friday 11/6 Quiz 6 (Chapters 10 & 11) due Sunday (November 8th) by 11:59pm

Week 12 – Nov 9-13 – Exam 2 and Public Relations and Framing the Message, Chapter 12
Monday 11/9 Exam 2 – Chapters 6-11, readings, lectures, screenings
Wednesday 11/11 Public Relations and Framing the Message, Chapter 12
Friday 11/13

Week 13 – Nov 16-20 – Media Effects, Chapter 13
Monday 11/16
Wednesday 11/18
Friday 11/20

Week 14 – Nov 23 – Legal Controls and Freedom of Expression, Chapter 14 & THANKSGIVING HOLIDAY
Monday 11/23 Legal Controls and Freedom of Expression, Chapter 14
Wednesday 11/20 NO CLASS
Friday 11/22 NO CLASS

Week 15 – Nov 30- Dec 4 – Legal Controls and Freedom of Expression, Chapter 14 (con’t) & begin wrap-up
Monday 11/30
Wednesday 12/2
Friday 12/4 Quiz 7 (Chapters 12 & 13) due Sunday (December 6th) by 11:59pm

Week 16 – Dec 7-11 - Course wrap up and review for final exam
Monday 12/7
Wednesday 12/9
Friday 12/11 Quiz 8 (Chapter 14) due Sunday (December 13th) by 11:59pm

Wednesday, December 16th – 10:15am-12:50pm
Final examination – cumulative
Building Emergency Response Protocols

University's Emergency Procedure Clause:

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guideline pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

Students With a Disability:

Instructors and students in the class will work together as a team to assist students with a disability safely out of the building. Students with a disability will stay with the instructor and communicate with the instructor what is the safest way to assist them.

Tornado:

During the spring semester we have a Storm Drill.

Pick up your belongings and your instructor will lead you to a safe area of the basement. No one will be allowed to stay upstairs. Stay away from windows. The drill should not last more than 10 minutes. You must stay with your instructor so he/she can take roll. Students need to be quiet in the basement as the BERT members are listening to emergency instructions on handheld radios and cannot hear well in the basement.

Fire:

During the fall semester we have a Fire Drill.

Pick up your belongings and your instructor will lead you to either the North or South parking lot depending on what part of the building your class is in. You must stay with your instructor so he/she can take roll. As soon as the building is all clear, you will be allowed to return to class. These drills are to train instructors and the Building Emergency Response Team to get everyone to a safe place during an emergency.

Bomb Threat:

If someone calls in a bomb threat, class will be suspended and students will be asked to pick up their belongings, evacuate the building and leave the premises. Do not leave anything that is yours behind. We will not allow anyone back into the building until the police and bomb squad give us an all clear. DO NOT USE YOUR CELL PHONES. Some bombs are triggered by a cell phone signal.
Shooter in the Building:

If it is safe to leave, move to a safe area far from the building away from where the shooter is located. If anyone has any information about the shooter, please contact the police after they have gone somewhere safe.

If it is not safe to leave, go into a room, lock the door and turn out the lights. Everyone should spread out and not huddle together as a group. Don’t stand in front of the door or in line of fire with the door. Students’ chair and desks should be piled in front of the glass and door as a barricade and the teacher’s desk, podium and anything movable can be pushed against the door. This is intended to slow down any attempts to enter the classroom. If it looks like the shooter is persistent and able to enter, make a lot of noise and have the students use everything in their backpacks to throw at the shooter to distract him.

Silence all cell phones after one person in the room calls the police and informs them of their location and how many people are in the room. **Be quiet and wait for the police to arrive.** The police are looking for one or more shooters, and they have no way of knowing if the shooter is in the room people are hiding in. For this reason, when the police enter the room, no one should have anything in his/her hands and each person **MUST** raise his/her hands above his/her head.

Earthquake:

In the event of an earthquake, you are advised to take cover quickly under heavy furniture or crouch near an interior wall or corner and cover your head to avoid falling debris. Outside the building are trees and power lines and debris from the building itself that you will need to stay away from. In the building, large open areas like auditoriums are the most dangerous. Do not try to escape on a stairway or elevator. Do not hide under a stairway. We do not recommend that you stand in a doorway because the door could shut from the vibrations and crush your fingers trapping you there.

Rave Mobile Safety Alert System:

We recommend that you sign up for the Rave Mobile Safety Alert System. It is a new system that replaces the WENS system to alert you through emergency text messages on your cell phone and emails for emergencies on campus, weather reports and emergency school closures. You have to sign up. If you were signed up for WENS it does not roll over. You have to sign up for Rave Mobile Safety Alert System. Go to Saluki Net, go to my records tab, under SIUC Personal Records, click on View My SIUC Student Records, Under Main Menu click on Personal Information, click on View and Update Addresses and Phones, in the middle of the page click [Update Addresses and Phones], under phones click Primary: This will take you to Update Addresses and Phones – Update/Insert, under primary phone number for this address put in your cell phone and submit. For more information, visit dps.siu.edu, contact SalukiTech at 453-5155 or salukitech@siu.edu.

CPR/Defibrillator and First Aid Class:

If you would like to take a CPR/Defibrillator and/or First Aid class, contact LaVon Donley-Cornett, lavong@siu.edu or call 453-7473.

**Women’s Self Defense Classes** are offered to female students faculty and staff by the Department of SIU Public Safety. For more information contact Officer Mary Stark marys@dps.siu.edu.