ELECTRONIC MEDIA LAW, POLICY, AND REGULATION
RTD 308 SPRING 2015

Course Information:

Class Meeting Time: Tuesday, Thursday 11:00 AM - 12:15 PM  Lawson 221
Instructor: James Wall  Office: Comm 1050C  E-Mail: jwall@siu.edu
Office hours: Mon, Tue, Thu 1-3pm, or by appointment

Required Textbook and Handbook:

Author: Kenneth C. Crecch  Publisher: Routledge/Taylor & Francis  ISBN: 978-0-415-51809-3 (paperback)

Mass Communication Law in a Nutshell (Seventh Edition 2014)
Authors: Carter, Lee, Zuckman  Publisher: West Academic  ISBN: 978-0-314-28063-3 (paperback)

Reading the textbook and appropriate sections of the handbook is expected. Specific sections will be assigned reading for certain class periods, and you should be prepared to discuss the materials contained in the assigned chapter. Assignments and exams will be based largely on the information in these books. Do not expect to pass the class without reading the books.

Other Requirements:

Additional topical articles and course materials will be placed on the Desire2Learn website and will also be considered a class assignment. Be prepared to bring and discuss these materials in the next class period. You are expected to visit your Desire2Learn page on a regular basis. The direct link is online.siu.edu

Course Description and Objectives:

This course is intended to expose students to the historical foundations, legal principles, and current issues within the ever-changing field of electronic media law, policy, and regulation in the United States.

The successful student will learn:
1) Why a basic understanding of media law, policy, and regulation is essential for success in this industry;
2) To understand the legal framework that guide the practices of electronic media companies;
3) How electronic media laws, policies, and regulations are similar yet different from other regulated entities;
4) To understand the unique relationship between political forces that shape policy, to the elected officials that make laws, and to the regulatory agencies that promulgate and enforce regulations upon the electronic media;
5) Why various electronic media platforms are regulated differently;
6) The industry-specific knowledge that will help you to become a good steward of the public trust.

Course Structure and Grading:

Classes will consist of lecture, participatory class discussions, textbook and online readings, unit quizzes, and two exams. There are a total of 400 possible points.

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<th>Component</th>
<th>Points</th>
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<tr>
<td>Unit Quizzes</td>
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<td>Attendance and Participation</td>
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<td>Exam 1 - Midterm</td>
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<td>Exam 2 - Final</td>
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A (90%) 360-400  B (80%) 320-359  C (70%) 280-319  D (60%) 240-279  F below 240
Expectations:

Successful students will attend class, read the assigned materials, complete all assignments in a timely manner, and actively participate in class discussions and exercises. Exams and written assignments will be based on readings and on class discussion. You are expected to visit the D2L website on a regular basis. Grading criteria of mechanics, substance, and style will be applied to written assignments.

Chapter/unit quizzes will be taken through your Desire 2 Learn website page. They will be available on dates announced in class. You will be allowed a single attempt and they are timed. Late submissions will not be accepted and will receive zero points. Online quizzes and exams are assessments of individual knowledge, and no collaboration will be allowed. Any evidence of collaboration will result in a zero grade.

Students are expected to attend ALL class periods for the entire period. Class attendance is required and roll will be taken at 11:00 AM sharp. Tardiness is counted as being absent. You will be allowed two (2) absences. More than two (2) absences may result in a reduction in final grade at the discretion of the instructor. Assignments are due at the beginning of the class period and late assignments will not be accepted, NO exceptions.

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Your individual contribution is tremendously important to a successful class learning experience. I expect you to be prepared for class by having read the assigned material prior to the class period. You should be prepared to be called-on individually and to fully participate in class discussion and exercises. At the discretion of the instructor, any instances of being unprepared will cost you participation points.

Each class period will begin with “Cards & Letters,” an informal open discussion of current issues related to the media industries sector. You should bring your daily “card or letter” to each class period and be prepared to initiate a brief class discussion. If you’re called on and don’t have a card or letter, you will lose participation points. The instructor may also post additional “cards & letters” articles on the D2L website, which are required reading.

Additional Notes:

NO exam or quiz make-ups will be allowed. Access to a radio and television set (preferably with cable), and the Internet is necessary to complete some assignments. I encourage you to critically view television, listen to multiple radio stations, read daily newspapers, industry periodicals, blogs, and e-newsletters to keep up with current industry events.

A list of important dates, student services, and University policies is attached to the end of this syllabus and also available on your D2L page.