

COM 2400: Introduction to Media & Telecommunications

Tuesday and Thursday 12 – 2:30 P.M., Dunbar Hall 3206

<u>INSTRUCTOR</u>	Joseph Kayany, Ph.D.
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OFFICE HOURS	11:00 – 11:50 AM TR
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Course Objectives

This is an introductory course that overviews the historical development of broadcasting and telecommunications. The course surveys the technologies and institutions that sustain the current broadcast and telecommunication infrastructure and discusses the social and regulatory environment in which they operate. Being a required introductory course to several majors in the School of Communication, the concepts, terminology, and issues discussed in the course form the foundation for other courses in the department. Hence, a clear understanding of these topics is important to the successful completion of other courses in the School.

Required Text

Dominik, J.R., B.L. Sherman & F. Messere (2004). Broadcasting, Cable, the Internet, and Beyond (5th Edition). New York: McGraw-Hill.

By the end of this semester you must have clear grasp of all the topics discussed in the textbook, as well as issues discussed in class. The best way to approach this course will be to read and study the corresponding chapters from the textbook before class and to attend the lectures. During the class, I will highlight the main points in the book and discuss related issues not covered by the book. Hence, it is imperative that you study each chapter in the book and attend every lecture.

Course Web Document

<http://homepages.wmich.edu/~kayany/introtel>

I have set up a course web page at the above address. You can use the course web page to refer to the following items at your convenience:

- Course Syllabus
- Review questions from the textbook
- Review questions from lectures
- Links to web sites that pertain to the topics discussed in class.

Evaluation

There will be three exams during the semester including the comprehensive final exam. The format of questions will be multiple-choice. The review questions posted on the course web page will serve as the study guide for the exams.

The final grade will be calculated using the following grade structure.

Midterm Exam	40%
Attendance	10%
Comprehensive Final Exam	50%

Attendance

Simply put, attendance is required. Two absences are allowed. You will lose half of your attendance grade (5%) for your third absence and the other half (5%) for the fourth absence. If you want to do well in this class, you should attend all the classes. Remember that lectures are devoted to discussing those topics in each chapter that I consider most important. Attending classes regularly is by far the best strategy to do well in this class.

If you have to miss a class for any reason, consider it your responsibility to catch up with the material discussed in that lecture. Make friends with the best students in the class so that if you miss a class, you can turn to someone who has taken good notes.

Class Organization

Most of the classes will be lectures using Powerpoint slides. For the benefit of those who want to come prepared for the class, I will post the day's lecture and review questions an hour before each class. (It will be taken down after class). The best strategy during the class is to pay attention to the lecture and add your own personal notes to the lecture you have downloaded. We will also devote some class sessions to view movies on the history of various telecommunication technologies and program formats. These are not for your entertainment but to reinforce your learning with visuals. So please pay attention and take notes.

Academic policies

You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate (pp. 268-270) [Graduate (pp. 24-26)] Catalog that pertain to Academic Integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Judicial Affairs. You will be given the opportunity to review the charge(s). If you

believe you are not responsible, you will have the opportunity for a hearing. You should consult with me if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.

Classroom Etiquette

1. Turn off your cell phones and beepers before you enter the class. Absolutely no electronic devices (cell phones, PDAs, iPods, PSP, etc) on you during exams.
2. Absolutely no eating or drinking or sleeping during class.
3. Be on time and stay till the end.
4. Laptops should be used only to take notes. Not for browsing the web or playing games during class sessions.

Contacting the Instructor

If you want to discuss any issue pertaining to this class please try to come during the office hours. If you cannot come during the office hours, I am in my office for another three hours after the office hours.

I prefer email communication to voice mail especially if you are trying to reach from out of town. Most of the time I respond to emails promptly. However, make sure that your subject line in your email clearly identifies the course number and issue. For instance, subject titles such as "COM 2400: A question about final exams" or "COM 2400: regarding my absence on May 26" are acceptable but if you title your email with 'Hi', "Hello" your email is likely to be deleted as junk mail even before I read it. Moreover, in some situations you may not get a reply from me at all. For instance, "I missed class yesterday. Can you briefly write to me what you discussed in class?" Or "What grade do I need to get in the finals to get a C?", etc.

Grading Scale

94-100	A	(4.0)
88-93	BA	(3.5)
82-87-	B	(3.0)
76-81	CB	(2.5)
70-75	C	(2.0)
65-69	DC	(1.5)
60-64	D	(1.0)
Less than 60	E	

TENTATIVE SCHEDULE

- Week 1: 28th June
CHAPTER 1: History of Broadcast Media
- Week 2: 3rd & 5th July
CHAPTER 2: History of Cable, Home Video, and the Internet
- Week 3: 10th & 12th July
CHAPTER 3: Audio and Video Technology
CHAPTER 4: Radio Today
- Week 4: 17th & 19th July
CHAPTER 5: Broadcast and Cable TV today
CHAPTER 6: The Internet and New Media today
- Week 5: 24th July – CHAPTER 7: Business of broadcasting and cable
26th July – Midterm Exam
- Week 6: 31st July & 2nd August
CHAPTER 9: TV programming
CHAPTER 12 Ratings and Audience Feedback
- Week 7: 7th & 9th August
CHAPTER 10: Rules and regulations
CHAPTER 13 Effects
- Week 8: 14th August – CHAPTER 14: International Media Systems
16th August – Final Exam