

Introduction to Media & Telecommunications - Com 2400

MW: 2:00pm-3:15pm 2304 Sangren Hall

Professor: Dr. Rebekah Farrugia**Office:** Sprau Tower, Rm. 220**Email:** rebekah.farrugia@wmich.edu (Please allow up to 24 hours for email response.)**Office Phone:** (269) 387-3143**Office Hours:** MW 11:00am-12:00pm and by appointment (I am often in my office from 12-1:45pm on these days.)*If I am not in my office please look for me in the Communication Resource Center on the 4th floor of Moore Hall.**Teaching Assistant:** Qingmei Qing**Email:** qingmei.qing@wmich.edu**Office Hours:** M, W 12:40-1:40pm

Course Description:

This lecture style course surveys the history and development of electronic media in the U.S. within social, cultural and political contexts such as the family, the nation, and consumer culture. The course begins with the early days of the telegraph, and then moves into a discussion of radio, television, and lastly, the Internet. In each historical period, attention is given to the industrial and regulatory developments of the time, as well as programming innovations and the audiences that were created.

Required Text:

1. Hilmes, Michele (2007). *Only Connect: A Cultural history of broadcasting in the United States*. 2nd edition. Wadsworth Publishing.

2. Additional course readings will be made available through WebCT, e-reserve and other websites. The articles and/or information on where to find readings (ie, URLs) will be indicated on our class WebCT page. **You will need Adobe Reader 6.0 to view and print some of the articles.**

WebCT

Regular access to WebCT is a requirement for this course. **You are required to check the course WebCT everyday for announcements, readings, and class schedule updates.** Because this is a large lecture class we will use WebCT on a regular basis. Many readings are located **only** online.

If the professor is ever ill or otherwise unable to attend class an announcement will be posted to WebCT as soon as possible.

About the Professor

Dr. Farrugia is an assistant professor in the School of Communication. She has a Ph.D. in Communication Studies with an emphasis on media studies from the University of Iowa. She teaches classes in media theory, criticism, and production. Her research focuses on popular music and digital culture.

Evaluation/Grading

There are four exams, including a comprehensive final exam each worth 25%. You will be given a study guide for each exam. Below are the dates for the three in-class exams and the final exam date set by the university:

Exam 1	Sept. 25
Exam 2	Oct. 29
Exam 3	Nov. 19
Final exam	Wed. Dec. 12, 2:45-4:45pm

***Points will be deducted from your final grade for disruptive classroom behavior, including excessive talking.**

Grading Scale:

93-100	A	70-75	C
87- 92	B/A	65-69	D/C
82-86	B	60-64	D
76-81	C/B	-59	E

I strongly encourage you to keep track of your grades over the course of the semester. Incompletes are only granted under *extreme* circumstances and will not be given to prevent a failing grade.

Your responsibilities

Attendance and punctuality

Attendance makes a difference. You are expected to attend all classes and to do so on time. You are permitted **two** excused absences. Please use your excused absences carefully. Any additional absences will result in a lowering of your final grade. There will be 5 attendance checks throughout the semester. Each attendance check is worth 2 pts added to your final grade (or deleted after your third missed classes).

You will have a difficult time learning the material and understanding the pertinence of readings if you do not attend class regularly. Sometimes classes will explicitly cover the readings and at other times they won't.

Academic honesty and plagiarism

You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate Catalogue (pp.268-271) that pertain to Student Academic Conduct. These policies include cheating (including helping someone else), 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.

Examination procedures

Exams will begin promptly at the beginning of class. On exam day, you need to bring a No. 2 pencil and a picture ID. All materials other than your pencil and exam must be removed from your desk once the exam has begun. No hats or coats can be worn during exams. You will be allowed to view your exam during the TA's or professor's office hours for only the period until the next exam.

Missed exams will be given a grade of zero unless you have made prior arrangements with the professor to reschedule a make-up exam **before** the exam date. **The TA cannot grant such approval.** The professor can be reached 24 hours a day by email at rebekah.farrugia@wmich.edu. Merely leaving or mailing a message does not mean your request to make up an exam has been approved. Every effort should be made to contact the professor before the exam.

Make up exams are only granted in extreme circumstances, such as serious illness, a death in the immediate family, travel on university-sponsored events or other unforeseen, difficult circumstances to be evaluated at the professor's discretion. You must **ALSO** provide verifiable documentation such as a doctor's note, court papers, an obituary, or a letter from a WMU faculty or staff member who supervises university-related travel. Job interviews and commitments, assignments/exams for other courses, personal travel, doctor's appointments, and oversleeping usually will not be considered legitimate reasons for missing an exam. Neither is not knowing the date of an exam. Make-up exams will be given before the next class meeting.

Classroom Conduct

Issues of freedom of speech are relevant to everyone. Even though this is a large class, you are expected to share your insights when appropriate. Everyone's perspectives and opinions are encouraged and appreciated. You are expected to be attentive and courteous at all times. That means: listening (not talking!) when others talk; waiting your turn to speak; refraining from ridiculing, attacking or making discriminatory remarks; and refraining from monopolizing discussion time. **Students reading newspapers, chatting, sleeping, yawning excessively, or engaging in otherwise distracting or disrespectful behavior will be asked to leave. All cell phones MUST be turned off in the classroom. Talking in class will not be tolerated under ANY circumstances. If you are caught talking you will be asked to leave the classroom for the remainder of the class period.**

Americans with Disabilities Act

Any student with a documented disability (e.g., physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact Ms. Beth Denhartigh at 387-2116 or email: beth.denhartigh@wmich.edu at the beginning of the semester. A disability determination must be made by that office before any accommodations are provided by the instructor.

Daily Schedule/Readings

Date	Topic/Readings (check WebCT for updates)
Sept. 5	Chapter 1: Making History
Sept. 10	The Telegraph – No readings
Sept. 12	Chapter 2: Before Broadcasting
Sept. 17	Telephony: Readings http://www.att.com/history/inventing.html http://www.att.com/history/ http://www.pbs.org/transistor/album1/addlbios/vail.html http://www.att.com/history/history4.html
Sept 19	Chapter 3: Broadcasting Begins, 1919-1926
Sept. 24	Chapter 3 continued/exam review
Sept. 26	EXAM I
Oct. 1	Ch. 4, The Network Age

Oct 3	Ch. 5: Radio for everyone, Radio for everyone, 1926-1940
Oct. 8	Ch. 6: War at Home and Abroad, 1940-1945
Oct. 10	Ch. 7: At Last Television, 1934 to 1955
Oct 15	Ch. 7: continued
Oct. 17	<i>Modern Marvels: The Television</i>
Oct 22	<i>The Quiz Show Scandal</i> Museum of Broadcast Communication: The Quiz Show Scandal http://www.museum.tv/archives/etv/Q/htmlQ/quizshowsca/quizshowsca.htm
Oct. 24	Exam Review
Oct. 29	EXAM 2
Oct. 31	Ch. 8: War at home and abroad
Nov. 5	Ch. 9: the classic network system
Nov. 7	Guest lecture: Amos Gelb, http://www.gwu.edu/~siwj/faculty.html
Nov. 12	Ch. 10: Rising Discontent, 1965-1975
Nov. 14	exam review/
Nov. 19	EXAM 3 (covers chapters 8, 9, and 10)
Nov. 21	NO CLASSES, THANKSGIVING BREAK
Nov. 26	Cable television: textbook pages 220-221; 251-260; 299-305
	Recommended Reading: Broadcast and cable/satellite TV today
TO ACCESS:	Step 1: go to wmich.edu/library/reserves Step 2: create account/log in Step 3: add COM2400 to your list Step 4: our password is mediahistory (all one word)
Nov. 28	Ch. 11: The Big Change, 1985-1995
Dec. 3	Ch. 12: Everything that Rises Must Converge
Dec. 5	Ch. 13: Convergence culture in the New Millennium/Exam Review
Dec. 12	Final Exam, 2:45-4:45pm (cumulative)