



Course Name: Yearbook II/Newspaper II Dual Credit

College Course Name & Number: Electronic Media COMM 1335

Adjunct Instructor Information:

Rebecca Potter

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Proctor:

Sara Vaughn

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Textbook: *An Introduction to Electronic Media*, 11th edition, Lynne Schafer Gross

Course Description: An overview of the development, regulation, economics, social impact, and industry practices in electronic media. Includes non-broadcast television, new technologies, and other communication systems.

Student Learning Outcomes

1. Students will identify electronic media terms and concepts.
2. Students will demonstrate familiarity with historical development of electronic media industries and technologies.
3. Students will understand management structure and decision-making processes in electronic media outlets.
4. Students will identify governmental policy in electronic media industries.
5. Students will analyze how media outlets obtain and use ratings data.
6. Students will explain the significance and effects of electronic media.

Student Assessment

Online discussion forums, chapter reading assignments: 50 percent

Chapter projects, presentations: 50 percent

Course Evaluation

Online discussion forums

Discussion forums will be posted in Google Classroom. Students must reply to discussion forums by the due date. Submissions must be a paragraph, 12-point size, Times New Roman. A paragraph is considered at least 10 sentences that include a topic sentence and supporting details. Each online discussion forum is worth 100 points.

Chapter Reading Summaries

At the completion of some chapters, students will be required to write chapter summaries. Submitted papers must be one page, 12-point size, Times New Roman, and double-spaced with 1-inch margins.

Chapter Projects/Presentations

Students will be assigned three chapter projects. Each project will be graded based on the project criteria and is worth 100 points. Presentations will be graded based on the oral presentation criteria and are worth 100 points each.

Grading Scale

Grade	
A	90-100
B	80-89
C	79-70
D	60-69
F	59-below

Assignments	Assignments are due on Sundays no later than 11:59 p.m.
Course Overview	
Chapter 1: An Overview of Electronic Media	YouTube video "Introduction to Electronic Media"
Chapter 2: The Internet, Portable Platforms and Video Games	Chapter 2 video, online discussion forum
Chapter 3: Cable, Satellite and Telco TV	Watch Chapter 3 video, Reading Response
Chapter 4: Broadcast & Television	Watch Chapter 4 video, Reading Response due
Chapter 5: Radio and Audio	Online Discussion Forum
Chapter 6: Movies and Home Video	Watch Chapter 6 video, Online Discussion Forum
Chapter 7: Careers in Electronic Media	Watch Chapter 7 video, Reading Response, Discussion Forum, 5-year plan

Chapter 8: Programming	Reading Response
Chapter 9: Sales & Advertising	Online Discussion Forum
Chapter 10: Promotion and Audience Feedback	Reading Response Due
Chapter 11: Laws and Regulations	Online Discussion Forum
Chapter 12: Ethics and Effects	Reading Response

Attendance Policy:

Students will follow the attendance policy of Texarkana ISD. However, students can be dropped or may not receive credit for Dual Credit classes for excessive absences and still be enrolled in the high school class.

Make-up Policy:

Students are required to meet the agreed upon submission deadlines for all video projects. Late assignments will be accepted only for circumstances beyond the control of the student. If a video project fails to materialize, the student is still responsible for producing the weekly video project even if the student is absent for school related activities. In other words, plan ahead and have projects ready to air.

Academic Dishonesty Policy: Academic Integrity Statement

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an “F”.

This policy applies campus wide, including TC Testing Center, as well as off-campus classroom or lab sites, including dual credit campuses. This information can be found in the Student Handbook at <https://texarkanacollege.edu>.

Disability Act Statement:

Texarkana College complies with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. Please contact Larry Andrews at 903.823.3283, or go by the Recruitment, Advisement, and Retention Department located in the Administration building for personal assistance.

If a student has an accommodation letter from the Recruitment, Advisement, and Retention Department indicating that he or she has a disability that requires academic accommodations, the student should present the letter to the instructor so accommodations can be made. *It is best to request these changes at the beginning if not before the start of class* so there is ample time to make accommodations.

Financial Aid:

Attention! Dropping this class may affect your funding in a negative way! You could owe money to the college and/or federal government. Please check with the Financial Aid office before making a decision.

TC Email:

Students should check their TC Email account on a regular basis to check for general information sent from campus or instructors. Also, when emailing the instructor, the students should use the TC Email account.

NOTE: The above guidelines are subject to amendment by the instructor at any point during the semester.

COVID Statement – Alternate Operations during Campus Closure:

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, Texarkana College may need to move to altered operations and course delivery methods. During this time, Texarkana College may opt to continue delivery of instruction through methods that include but are not limited to: online learning management system (Jenzabar or Moodle), online conferencing through TEAMS, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor Texarkana College's website, (www.texarkanacollege.edu) for instructions about continuing courses remotely, instructor email notifications on the method of delivery and course-specific communication, and Texarkana College email notifications for important general information.

NOTE: The above guidelines are subject to amendment by the instructor at any point during the semester.