

# Changing World of Electronic Media

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Wartburg College/CA 204  
Fall Term 2009  
M-W-F 10:45 a.m.-11:50 a.m.  
Office Hours Posted at 140 CAC

## ***Description of the Course:***

“Development, characteristics, history of radio and television broadcasting, cable, satellite media systems; programming, advertising, ratings, management, production, regulation, competition, careers, future trends, social implications.”  
(*Wartburg College Academic Catalog, 2008-2010*)

## ***Purposes and Objectives of the Course:***

- to understand the historical and contemporary role of American broadcasting as serving the public interest, convenience and necessity
- to explore the continuing evolution of electronic media in the life of the world’s citizens
- to examine the impact of electronic media on society—past, current and future—and evaluate the positive and negative outcomes of that impact

## ***Required Textbooks:***

Students may wish to bring the textbook to class sessions when there is a reading assignment. There are three required textbooks in this course:

- “*Only Connect: A Cultural History of Broadcasting in the United States*”, second edition, by Michele Hilmes (Thomson Wadsworth, 2007)
- “*Principles of Electronic Media*”, second edition, by William R. Davie and James R. Upshaw (Pearson Allyn & Bacon, 2006)
- “*R.J. McElroy*”, by Robert Neymeyer (McElroy Trust, 1997) [provided courtesy of the R.J. McElroy Trust]

In addition, students will be assigned other Supplemental Readings, available via the class web site (found on line at either <http://www.JeffStein.org> or <http://faculty.wartburg.edu/stein>). All lectures, lecture notes, original handouts and supplemental materials are Copyright © 2009 by Dr. Jeff Stein; use of the materials beyond the specific class setting without prior written consent is prohibited.

## ***Attendance Policy:***

Since this course is required of all Communication Arts/Electronic Media majors, regular attendance is required. Attendance will be taken at the beginning of each class period; being tardy or absent may result in a deduction from the points you have earned in the course. If you are unable to attend due to illness or emergency, you must contact Dr. Stein *in advance* either at the phone number or e-mail address listed above in order to receive credit for assignments due that class period and to avoid losing points. The course is scheduled to meet Mondays-Wednesdays-Fridays from 10:45 a.m.-11:50 a.m. Students should be prepared to meet for the entire class period each day.

***Plagiarism Policy:***

“The Communication Arts Department is dedicated to the advancement of honest and accurate exchanges of information, ideas, and opinion.” (*Wartburg College Academic Catalog, 2008-2010*) Therefore, plagiarism—the use of ideas, materials, or words of others without proper attribution and acknowledgment—is improper and simply will not be tolerated. Minimum sanctions for this will include a grade of "F" for the course and referral of the matter to college officials.

The Wartburg Honor Council has asked faculty to remind students of their responsibility under the Wartburg Honor Code. The Honor Code is a statement of academic responsibilities supported by Wartburg College students and was originally created by Student Senate to embody the values of integrity and trust that are fundamental to Wartburg College. The official Honor Code, as approved by faculty and Student Senate, is as follows:

“As a matter of personal commitment, students, faculty, and staff of Wartburg College are expected to demonstrate four simple principles:

- 1.) All submitted work must be your own.
- 2.) When using the work or ideas of others, including fellow students, provide full credit through accurate citations.
- 3.) Ask for clarification if there is uncertainty about citation rules on a particular assignment.
- 4.) Maintain academic honesty on examinations and class assignments.”

Dr. Stein expects students to follow the Honor Code and reminds students of their responsibility to promote academic honesty by opposing cheating and plagiarism and reporting dishonest work.

In a related effort, Wartburg College has again this year invested in an affiliation with the national “TurnItIn.com” service, to allow students and faculty alike the opportunity to compare written assignments and papers with a database of primary sources and other student work. In a positive sense, this will allow students to catch inadvertent overquoting during the draft phase so their work will adhere to appropriate writing and citation standards; in addition, this will help Dr. Stein maintain academic integrity to protect all students. (The TurnItIn.com service will also be used by Dr. Stein to facilitate grading and posting of a grade book online.)

Each student will be responsible for activating their own account at TurnItIn.com so they may hand in their work, check grades, etc. All written work to be handed in by students will be submitted electronically via TurnItIn.com.

### ***Requirements of the Course:***

A class-by-class schedule is included within this Syllabus. The schedule is subject to change, based on the progress of class discussion, current events in the field, and the like. Any changes will be announced in class and by an e-mail message sent to each student. Students are presumed to frequently check their Wartburg e-mail account; if a student wishes that a different e-mail address be used, the student should notify Dr. Stein and register that alternate address with TurnItIn.com.

Examinations. There will be two examinations, as follows:

Examination #1     Friday, October 23

Examination #2     Tuesday, December 15 (8:00 a.m. to 10:00 a.m.)

The examinations will be made up of short answer/essay questions, allowing you to apply concepts you learn to practical topics in the field. The examinations will be closed book. Each examination is worth a maximum of 50 points (100 points total during the term). The examinations are not cumulative. Blue books will be provided.

Quizzes. There will be a total of 10 quizzes during the course of the term. The quizzes will be unannounced, and will be administered during the last five minutes of a class period. Questions will be multiple choice and will focus on textbook material and guest presentations. Each quiz is worth a maximum of 10 points (100 points total during the term). Missed quizzes cannot be made up.

Responsive Writings. Each student will be required to complete five responsive writings during the course of the term. Each writing must be 4-5 pages long, double-spaced, with one-inch margins on all sides, using 12-point Times or Arial font. The writings will be tied to current topics of importance in the field. Students will receive each assignment approximately one week before the due date. All assignments are due at the beginning of class time on the date indicated, submitted electronically via TurnItIn.com. Each writing will be worth a maximum of 20 points (100 points total during the term). Each student must score a minimum of 60 percent of the possible points associated with the assignments. Failure to do so will lead to the student automatically receiving a grade of “F” for the course. A separate handout, including criteria Dr. Stein will use in grading, will be distributed in class.

Format. All written work must be typed and presented in a form which is appropriate for the assignment. Written work will be evaluated on grammar, punctuation, spelling, and general appearance. Gender neutral and non-sexist language must be used. An appropriate tone must be taken in all written work.

Class Preparation and Participation. All students are expected to read assigned chapters prior to class, and are expected to participate in the class discussion. Dr. Stein reserves the right to raise or lower your grade by one-third grade level (such as from B to B+, or from B to B-) based upon such intangibles as how well prepared you are for class, the amount of productive discussion you contribute to class, attendance, etc. Dr. Stein also reserves the right to not accept late assignments, or to accept late assignments but with reduced credit.

***Overall Policy:***

Dr. Stein encourages students to discuss concerns about the class (content, grading, etc.) at any time without fear of retribution. Dr. Stein will strive to promote a classroom environment that is inclusive and positive; students are asked and encouraged to join in the spirit of the educational enterprise. Any student who is offended by any material during the course is urged to bring the matter to Dr. Stein's attention. As a courtesy and as a proper showing of respect, Dr. Stein believes college students should refer to faculty members by their last name and a courtesy title (examples: *Dr. Pier*, *Prof. Brockman*), rather than merely by their first name or their last name; Dr. Stein will similarly refer to students with appropriate respect. Students will be advised in advance of any material that may be objectionable so those who choose to may be excused from class that day. Students must also acknowledge through signature their receipt of this syllabus and their acknowledgement and acceptance of the course provisions.

***Classroom Etiquette:***

In order to promote the best learning environment possible, the following rules will be strictly enforced during this class:

- No food or drink in the classroom (only exception: bottled water)
- No use of cell phones for any purpose (including text messaging and e-mail)
- No use of tobacco products (including smokeless/chewing tobacco)
- No leaving the room after class starts (including examinations)
- Class begins/ends based at the time shown on the clock on the classroom wall
- Class begins promptly (10:45 a.m.); tardiness is not acceptable
- If a student's behavior or demeanor adversely affects the class environment, the student will be asked to leave

***Accommodations Policy:***

The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities. Students requesting instructional accommodations due to disabilities must arrange for such accommodations by contacting the Pathways Center Associate for Testing Services & Advising, Carla Coates. She can be reached at the Pathways Center, Vogel Library 314, 352-8230, [carla.coates@wartburg.edu](mailto:carla.coates@wartburg.edu). Accommodation must be requested and arranged PRIOR to assignment/examination due dates. Dr. Stein will make appropriate arrangements for students accordingly, after confirmation of qualification from the Pathways Center.

**Grading:**

Grading will be on a straight percentage scale, based on points. Each assignment and exam will carry a certain number of points. Your grade will be based on the following scale:

<u>Percentage</u>	<u>Grade</u>	<u>Point Range</u>
93-100	A	279-300
90-92	A-	270-278
87-89	B+	261-269
83-86	B	249-260
80-82	B-	240-248
77-79	C+	231-239
73-76	C	219-230
70-72	C-	210-218
67-69	D+	201-209
63-66	D	189-200
60-62	D-	180-188
59-below	F	179-below

*No individual extra credit will be allowed. Only the 300 points from the class assignments and examinations will count toward your final grade. The denotation corresponding to letter grades is as follows: A, distinguished performance; B, superior work; C, satisfactory achievement; D, minimal achievement; F, unsatisfactory achievement. (Wartburg College Academic Catalog, 2008-2010)*

**Changing World of Electronic Media**  
**Class-by-Class Schedule**

<i>Date</i>	<i>Subject</i>	<i>Assignment</i>
Wed. Sep. 09 <i>Class #1</i>	Introduction to the Course Connecting the Past to the Future	Syllabus Hilmes-1 (1-15)
Fri. Sep. 11 <i>Class #2</i>	Setting the Stage for Broadcasting	Hilmes-2 (16-33)
Mon. Sep. 14 <i>Class #3</i>	The Beginning of Broadcast Media <i>Video—Segments from “Empire of the Air”</i>	Hilmes-3 (34-57)
Wed. Sep. 16 <i>Class #4</i>	Radio Networks	Hilmes-4 (59-83)
Thu. Sep. 17	<i>Last Day to Drop Without “W”</i>	
Fri. Sep. 18 <i>Class #5</i>	Reaching a Mass Audience	Hilmes-5 (84-113)
Mon. Sep. 21 <i>Class #6</i>	The Unique Iowa Experience <i>Video—“Opening A Whole New World”</i>	Online Readings <i>Writing #1 Handout</i>
Wed. Sep. 23 <i>Class #7</i>	Visit to the Archives of Iowa Broadcasting	Online Readings
Fri. Sep. 25 <i>Class #8</i>	Coming of Age During War	Hilmes-6 (114-143)
Mon. Sep. 28 <i>Class #9</i>	Inventing a Format <i>Video—“Legends of Television: Late Night”</i>	Online Readings
Wed. Sep. 30 <i>Class #10</i>	Television Evolves	Hilmes-7 (144-175) <i>Writing #1 Due</i>
Fri. Oct. 02 <i>Class #11</i>	Television Becomes Dominant	Hilmes-8 (176-207)
Mon. Oct. 05 <i>Class #12</i>	TV Networks at Their Peak	Hilmes-9 (208-242) <i>Writing #2 Handout</i>
Wed. Oct. 07 <i>Class #13</i>	New Competition for Television	Hilmes-10 (243-278)

Fri. Oct. 09 <i>Class #14</i>	The Prototype Anchorman <i>Video—"Biography: Walter Cronkite"</i>	Online Readings
Mon. Oct. 12 <i>Class #15</i>	Cable/Satellite & New Broadcast Networks	Hilmes-11 (279-324)
Wed. Oct. 14 <i>Class #16</i>	Convergence: Breaking Down the Walls	Hilmes-12 (325-361) <i>Writing #2 Due</i>
Fri. Oct. 16 <i>Class #17</i>	The New Millennium <i>Class Meets from 9:45 a.m. to 10:35 a.m.</i>	Hilmes-13 (362-387) Hilmes-14 (388-393)
Mon. Oct. 19	<i>Outfly Schedule Adjustment</i>	
Wed. Oct. 21 <i>Class #18</i>	Return to the Overview Another Look at History <i>D/F Reports Submitted</i>	D/U-1 (1-13) D/U-2 (14-43)
Fri. Oct. 23 <i>Class #19</i>	<i>EXAMINATION #1</i>	
Mon. Oct. 26 <i>Class #20</i>	Contemporary PR in EM <i>Guest—Gary Kroeger</i> <i>Mudd Advertising</i>	Online Readings D/U-10 (219-243) <i>Writing #3 Handout</i>
Wed. Oct. 28 <i>Class #21</i>	Contemporary EM News <i>Guest—Tiffany O'Donnell</i> <i>KGAN-TV/CBS2</i> <i>Last Day to Declare P/D/F</i>	Online Readings D/U-8 (175-195)
Fri. Oct. 30	<i>No Class—Fall Break</i>	
Mon. Nov. 02 <i>Class #22</i>	Wired Broadcasting The Technology We Use	D/U-3 (45-65) D/U-4 (67-91)
Wed. Nov. 04 <i>Class #23</i>	Managing Stations <i>Guest—Julie Hein</i> <i>KZIA-FM/Z 102.9</i>	Online Readings D/U-6 (115-141) <i>Writing #3 Due</i>
Fri. Nov. 06 <i>Class #24</i>	Contemporary Radio <i>Guest—Aaron Santini</i> <i>KKHQ-FM/Q 92.3</i>	Online Readings D/U-7 (143-173)
Mon. Nov. 09 <i>Class #25</i>	Surveys & Research <i>Guests—Pete Seyfer &amp; Dr. Jim Bernstein</i> <i>Frank N. Magid Associates</i>	Online Readings D/U-13 (305-329)

Wed. Nov. 11 <i>Class #26</i>	The Digital Revolution The Industry Today <i>Last Day to Drop With "W"</i>	D/U-5 (93-113) D/U-6 (115-141) <i>Writing #4 Handout</i>
Fri. Nov. 13 <i>Class #27</i>	Programming & Distribution	D/U-7 (143-173)
Mon. Nov. 16 <i>Class #28</i>	<i>No Class—Communication Arts Visit Day</i>	
Wed. Nov. 18 <i>Class #29</i>	Electronic Media News	D/U-8 (175-195)
Fri. Nov. 20 <i>Class #30</i>	Who is Out There?	D/U-9 (197-217) <i>Writing #4 Due</i>
Mon. Nov. 23 <i>Class #31</i>	Responding to Crises <i>Video Compilation</i>	
Wed. Nov. 25 <i>Class #32</i>	Advertising & Promotions <i>Class Meets from 9:45 a.m. to 10:35 a.m.</i>	D/U-10 (219-243)
Fri. Nov. 27	<i>No Class—Thanksgiving Break</i>	
Mon. Nov. 30 <i>Class #33</i>	Broadcasting & Community Service <i>Video—"A Legacy of Trust"</i>	Neymeyer Book <i>Writing #5 Handout</i>
Wed. Dec. 02 <i>Class #34</i>	Legal Issues	D/U-11 (245-277)
Fri. Apr. 04 <i>Class #35</i>	Ethics in EM & Business	D/U-12 (279-303)
Mon. Dec. 07 <i>Class #36</i>	Measuring Our Impact	D/U-13 (305-329) <i>Writing #5 Due</i>
Wed. Dec. 09 <i>Class #37</i>	Non-Commercial Outlets	D/U-14 (336-361)
Fri. Dec. 11 <i>Class #38</i>	Media in the World Final Comments/Course Evaluations	D/U-15 (363-384)
Tue. Dec. 15	<i>EXAMINATION #2 – 8:00 a.m. to 10:00 a.m.</i>	