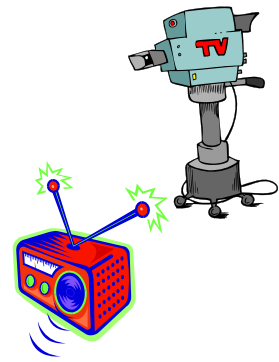


# COM 225 SYLLABUS SUMMER, 2007



## An Introduction to Radio and Television Communications 3:3:0

**Instructor:** Robert Burton  
Professor & Chairman,  
Dept. of Television and  
Production Services

**Room No:** 1809

**Office hours:** 9:00 - 4:00(Tue & Thur)  
11:30 - 6:30(Mon & Wed)

**Telephone No:** 847 / 635-1998 (office)  
708 / 848-2059 (home)  
847/635-1890 (FAX)

**e mail:** vidman@oakton.edu

**PREREQUISITE:** None

**COURSE DESCRIPTION:** This course is an introduction to the electronic media focusing on their development, function and artistry. It includes studio practices, procedures and demonstrations as related to radio and television broadcasting, cable-casting and closed circuit TV applications. "Hands on" production experience reinforces theoretical material.

### **LEARNING OBJECTIVES:**

On successful completion of this course, students will be able to:

1. Identify the major events in broadcast history and the key people involved with these events.
2. Explain the business of broadcasting, including such topics as advertising, ratings and syndication.
3. Analyze the impact of new technology on broadcasting as it relates to industry growth and diversification
4. Define broadcasting and video production terms.
5. Describe the process of developing radio and television programming.
6. Analyze the laws and regulations governing broadcasting in America.



# **COM 225: SEQUENCE OF TOPICS AND ASSIGNMENTS**

<u><b>DATE</b></u>	<u><b>TOPIC</b></u>	<u><b>ASSIGNMENT AFTER CLASS</b></u>
June 11	<b>Scriptwriting &amp; Ch. 1: Introducing Electronic Media</b> (AV: <i>Radio Comes of Age</i> - VT 2311)	Head, pp. 2 - 53
June 13	<b>Ch. 2: From Radio to TV</b> (AV: <i>TV Memories</i> - VT 8530)	Head, pp. 56 - 85
June 18	<b>QUIZ 1</b> <b>Ch. 3: Cable and the Newer Media</b> <b>Ch. 4 &amp; 5: How TV Works</b> <b>Oral Presentations: Cluster I</b> <b>DUE:</b> Radio script for production approval	Head, pp 56 - 85 (Reading Chapters 4 & 5 is optional. Class notes will suffice.)
June 20	<b>TEST I (Ch. 1-5 &amp; added material)</b> <b>Ch.6: Commercial Operations</b> <b>Oral Presentations: Cluster II</b>	Head, pp.166 - 205
June 25	<b>Ch. 14: Broadcasting – the Global View</b> <b>Ch. 8: Programming: The Basics</b> <b>Oral Presentations: Cluster III</b>	Head, pp. 408 – 429
July 2 2:45-7:15	<b>FIELD TRIP to WTMX-FM &amp; WLS-TV (optional)</b>	Head, pp. 228 - 247
July 4	<b>NO CLASS</b>	
July 9	<b>QUIZ 2</b> <b>DUE: Completed Radio Spot</b> (see page 6) <b>Ch.9: Programming: Network</b> <b>Oral Presentations: Cluster IV</b> (AV: <i>Ken Jennings Meets Jeopardy</i> - VT 9380)	Head, pp. 250 - 268
July 11	<b>Newsbreak exercise</b> (in Oakton’s TV Studio, DP)	Head, pp. 268 - 289
July 16	<b>TEST II</b> (Ch. 6, 8, 9 & 14 plus Added Material will be covered) <b>Ch.10: Ratings</b> (AV: <i>Can You Trust TV Ratings?</i> - VT 4181A)	Head, pp. 292 - 315 and 344 - 362
July 18	<b>Ch.12: Regulation</b> <b>Ch.13: Constitutional Issues</b> <b>Oral Presentations: Cluster V</b> (AV: <i>George Carlin’s Filthy Words</i> – VT 8030A)	Head, pp. 362 - 405
July 23	<b>NO CLASS</b> <b>DUE 7/24 am:</b> Optional Research Papers (See page 7.)	
July 25 DP	<b>TEST III</b> (cumulative; all material will be covered) <b>DUE: Extra Credit Projects</b> (Videos will be screened in class!)	



Methods of presentation include: lectures, class discussions, field experiences, videotapes and practical exercises.

## ACADEMIC INTEGRITY

Students and employees at Oakton Community College are required to demonstrate academic integrity and follow Oakton's Code of Academic Conduct. This code prohibits:

- cheating,
- plagiarism (turning in work not written by you, or lacking proper citation),
- falsification and fabrication (lying or distorting the truth),
- helping others to cheat,
- unauthorized changes on official documents,
- pretending to be someone else or having someone else pretend to be you,
- making or accepting bribes, special favors, or threats, and
- any other behavior that violates academic integrity.



There are serious consequences to violations of the academic integrity policy. Oakton's policies and procedures provide students a fair hearing if a complaint is made against you. If you are found to have violated the policy, the minimum penalty is failure on the assignment and, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years.

Details of the Code of Academic Conduct can be found in the Student Handbook.

## COURSE PRACTICES REQUIRED

Students are expected to complete assigned readings and out-of-class media viewings, reserve necessary equipment and studio time, complete all "hands-on" experiences, attend class meetings and related activities, participate in discussions and achieve passing grades on tests and quizzes. Students are responsible for any changes in this syllabus.

## INSTRUCTIONAL MATERIALS

Burton, Robert. *Class Notes for COM 225*. Oakton Community College. 2007.

Sydney W. Head, Christopher H. Sterling, Thomas Spann & Michael McGregor. *Broadcasting in America: A Survey of the Electronic Media*. (Ninth Edition.) Houghton Mifflin Co. Boston. 2001.

## METHODS OF EVALUATING STUDENT PROGRESS

**Your final grade is calculated as follows:**

Quizzes (2)	(10% each)	20 %
Oral Presentation	(see page 5)	10 %
:60 Radio Spot	(see page 6)	10 %
Newsbreak production exercise		5 %
Tests 1, 2 & 3	(15% each)	45%
Participation / Reading Quizzes		10%



***You may earn Honors Credit for this class. See the instructor for details***

Make-up exams and quizzes will be permitted **ONLY** when the instructor is given **DIRECT, ADVANCE NOTICE** of the student's absence. Without this prior notification, a failing grade will be assigned.

If you have a documented learning, psychological or physical disability, you may be entitled to reasonable academic accommodations or services. To request accommodations or services, contact the ASSIST office in Instructional Support Services. All students are expected to fulfill essential course or degree program requirements. The College will not waive these requirements.

## ***DEADLINES ARE CRUCIAL!***

Failure to meet the schedule will be reflected in a lower grade for that assignment. (Extensions may be negotiated **PRIOR TO** the deadline when there is just cause.)

Students have access to audio & video equipment for completion of class assignments, but reservations for this hardware and for studio time are required. **ANTICIPATE: ORDER EARLY!!!**

For equipment, contact the IMS Office (DP, Room 1815). Call:

<b>Jeff Hawkinson</b>	635-1995	(7:30 am - 3:30 pm)
<b>Mark Sprecher</b>	635-1994	(3:30 pm - 10:30 pm)

at RHC, Room A-221:

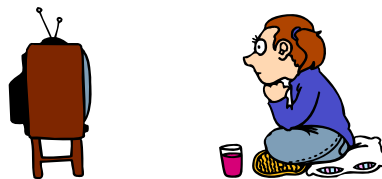
<b>Peter Hurley</b>	635-1452	(7:30 am – 3:30 pm)
<b>Gordon Osterstrom</b>	635-1431	(4:00 pm – 10:00 pm)

For studio time (for audio taping/mixing, editing, studio shooting, etc.) contact:

<b>Tim Raetzman</b>	635-1903	(8:00 am – 3:30 pm)
<b>Will Frank</b>	635-2190	(9:00 am – 5:00 pm)

### **SPECIAL EXTRA CREDIT ASSIGNMENTS**

(must be submitted no later than Tuesday morning, July 24)



#### **Study about the effects of TV or get a global view of broadcasting:**

Read Chapter 11 or 14 in the text.

(12 points max.)

Select a specific topic of interest to you discussed in that chapter. Then locate and read at least one related magazine/journal article written in 2001 or later, and type a 250-400 word summary of what you learned from your readings.

**Assist others in the class** (in a way that is documented) with their projects and/or sign up and participate in studio activities. (4-10 points max.)

# ORAL PRESENTATIONS

Each student will conduct basic research on a chosen / assigned topic from the list below, write a lively and memorable 3-5 minute summary of the findings and present it on the day assigned. Use at least one visual aid, and submit your outline/notes immediately after speaking to the class. Be sure to include an attention-getting opening and summarize the most important facts. (*Worth 10% of the final grade.*) Parenthetical notes below refer to an initial source of information.)

## **CLUSTER I**

**June 18**

TV Inventors: Farnsworth & Zworkyn (p. 44+)

High Definition TV (HDTV) (pg. 149+)

---

---

## **CLUSTER II**

**June 20**

Minorities in Broadcasting (p. 193+)

Women in Newsrooms (p. 196)

Natl. Public Radio / CPB (p 210+)

---

---

---

## **CLUSTER III**

**June 25**

MTV: History & Operation (p. 254)

Sports Broadcasting (p. 260+)

V-Chip & TV's Newest Rating System (p. 266+)

---

---

---

## **CLUSTER IV**

**July 9**

Broadcast Libel Laws (p. 278)

Broadcasters & the Courts (p. 380+)

Howard Stern & "Topless" Radio (p. 280+)

Communication Theories: Stimulation & Catharsis

---

---

---

---

## **CLUSTER V**

**July 18**

Communication Theories: Agenda Setting & Acculturation

Broadcast Impact: ... War on TV (p. 325+)

Violence (p. 337+)

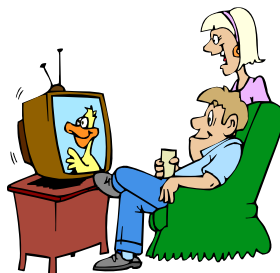
Advertising (p. 340+)

---

---

---

---



# RADIO SPOT GUIDELINES

Draft script due: June 18 (for production approval)

Completed spot due: July 9



The topic of the announcement may be a commercial (spot) for a real or fictitious product/company; it may be a promotional announcement (promo) for a real or fictitious program or station, or it may be a public service announcement (PSA) for a real or fictitious non-profit agency.

The announcement, worth 10% of your final grade, will be evaluated on the following ten-point scale:

- 3 points for excellent **COPY**
- 3 points for good **MECHANICS**, including meeting the deadline
- 3 points for overall **PERFORMANCE** & positive impression
- 1 point for meeting script and recording **DEADLINES**

Here are some specific suggestions:

## COPY:

- Use colorful, vivid language with an emphasis on verbs in the active (not passive) voice.
- Use repetition to convey the most important points.
- End with a call to action. What should the listener do?
- Keep the copy conversational; contractions are natural.
- Be imaginative. Have fun. "Play" with words, moods, situations or characters.

## MECHANICAL REQUIREMENTS:

- Complete running time must be :58-:60.
- Use at least two sound sources  
(e.g. two voices or one voice with a music "bed" or sound FX)
- **Type** the script. (Double space copy and use ALL CAPS; put directions in parentheses in lower case. Make **2 copies** of your script: 1 for your engineer and 1 for the talent.)
- Recording may be done at OCC or elsewhere, but you are responsible for good technical quality. (If you use OCC, you must book studio time; we'll provide the engineer.)

## PERFORMANCE:

- Watch diction. Enunciate clearly without sounding phony.
- Make it sound "said, not read"; spontaneous and lively.
- Be sure voice(s) generate energy, intensity and believability.
- Use music and/or FX effectively.

(Avoid vocal music. Background music & sound effect CD's are available in the TV Studio.)



***KEEP IT SIMPLE!***

***A well recorded, imaginative script that delivers a basic message will be most successful.***

# EXTRA CREDIT PAPER GUIDELINES



## General Information:

**PURPOSE:** To study a particular issue, activity, person, etc. *related to telecommunications* and to summarize the findings of your research in an articulate paper.

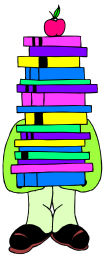
**LENGTH:** 2,000 words (approximately 8 typed pages.) Handwritten and / or papers without reference citations are UNACCEPTABLE.)

**SOURCES:** At least SIX; live interviews are encouraged.

**DUE:** 9 am: Tuesday, July 24

I. Select a telecommunications topic (subjects about or related to broadcasting, cable, etc.) that interests you.

II. Do some preliminary reading so you can select a specific, well-defined topic.



A. Don't make it a general, "encyclopedia" narrative.

B. Choose a topic that has:

1. Available data to support a "meaty," lively 2,000 word paper.

2. A narrow theme that can be RESEARCHED thoroughly within 8 pages.

III. Discuss your topic choice with the instructor (for approval and possible resource suggestions.)

IV. Begin reading the reference material, but also consider doing interviews with appropriate experts. These interviews add some timeliness and authenticity to your investigation.

V. Write an outline (a **REQUIRED** component of the final paper).

VI. Write a first draft

A. Make a statement, prediction or take a viewpoint as you write the thesis and supporting copy rather than just repeating information you've read elsewhere.

B. Write imaginatively and thoughtfully; personal comments are encouraged.

C. Maintain clear organization throughout, and include a succinct summary.

VII. Complete the "masterpiece," **including the outline, citations and bibliography.**

A. Use citations for quotations, statistics that could be challenged, unique information, etc.

B. Use line notes, foot notes, or end notes, but BE CONSISTENT.

C. Cite from *at least* SIX references, including interviews.



# ***EXTRA CREDIT VIDEO PROJECT:***

## ***GUIDELINES***

**Finished Tape & Shooting Script due for last class: July 25**

### **Why do a project?**

Like the "term paper" assignment described on the preceding page, creating your own original video is **optional** but if done well, will probably raise your final grade by one letter. More important, this is an opportunity to create tangible evidence of your creativity and learning. You may use much of Oakton's professional equipment as you "learn by doing."

### **What makes an "appropriate" subject?**

- Something about which you are already knowledgeable and won't require a lot of research.
- Something that lends itself to a **visual** presentation (with movement).
- Something that might interest YOU if you were the viewer.
- Something that can be covered adequately in 3 to 6 minutes.
- Something with readily available resources.  
(i.e. guests to interview, nearby locations, accessible props/visuals, etc.)

### **What are the technical requirements?**

The edited version should run at least **3 but no longer than 6 minutes**.

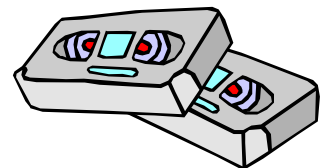
There should be a **title** at or near the start of the program, and your own **credit** should be included somewhere. (e.g. You can begin with an opening title or use a "cold open" lead-in followed by a title. Your "produced by..." credit could play following the title or at the very end.)

It should have a wide **variety of shots** including **MANY closeups** to illustrate what is being said in the script.

Background **music**, at least during part of the program, is usually effective. You may use your own CD's, cassettes or LP's or use the studio's Production Music Library.)

**You must submit a typewritten shooting script with your finished tape.**

(Written notes and changes made during editing are o.k.)



### **Which video format is preferred?**

**You can borrow a VHS Handicam from OCC's IMS Department**, or you may use your own equipment.

It may be necessary to dub (copy) your original footage prior to editing here.

You may edit off campus. If you edit at OCC, you must first **make an appointment**.

Your finished project must be submitted in a **VHS format** for playback in the Distance Learning classroom.

### **Can I do a simpler project, one that may not demand so much time?**

**Yes!** You can do a *Communication Celebrity* mini-biography, editing down hour-long programs we have in the OCC collection and recording a brief original narration. This also take time but no "shooting" is required. See the instructor for details