

**De Anza College**  
**School of Creative Arts, Film and Television Department**  
**Film/TV 10, Intro to Electronic Media, Spring 2023**

<b>Instructor:</b>	Joel Abramson
<b>Email:</b>	<a href="mailto:abramsonjoel@fhda.edu">abramsonjoel@fhda.edu</a>
<b>Class Days/Time:</b>	Wednesdays, 10:30am to 2:20pm, PST
<b>Office Hours</b>	Wednesdays 2:30pm to 3:30pm on Zoom. Email confirmation recommended. See Addendum at the end of this Syllabus for credentials.
<b>Method</b>	Via Synchronous Zoom Meetings, Class administered on Canvas

### **Course Description**

A survey course of the history, aesthetics, technology and social impacts of electronic media, including film, broadcasting and the Internet. Explores the role of government, advertising, audiences, and emerging technologies, their futures and impacts on global societies.

### **Course Goals and Student Learning Objectives**

- Analyze the electronic media's evolution as a social, economic, political, and technological force in U.S. culture beginning with an understanding of a basic model of communication.
- Describe the technical evolution of broadcasting and electronic media distribution and define commonly used electronic communication terminology.
- Identify key developments in the history of major U.S. electronic media industries and assess the business structure and revenue streams for each separate medium.
- Analyze and evaluate radio and television programming in technical, aesthetic, and ethical terms within America and across other cultures.
- Evaluate the possible effects of media violence, gender role and race depictions, on children, US minorities, and other cultures.
- Analyze the regulation of media and the relationships among broadcasting, culture, and government in America and worldwide.
- Assess the future of electronic media.

### **Student Learning Objectives**

- Students will be able to select, analyze and evaluate competing information to synthesize a personal philosophy of media.
- Students will be able to synthesize course concepts into a term paper selected from several topic options.

- Students will be able to hypothesize the future of media in the United States.

## Required Texts/Readings

### Textbook

“Media & Culture: Mass Communication in a Digital Age”, Richard Campbell, Bettina Fabos, Christopher R Martin. 13th Edition, 2022, Bedford/St.Martin’s.

ISBN 978-1 319-24493-4 (paperback)

ISBN 978-1 319-36571-4 (loose leaf)

The 12th or 11th Edition may be available at a lower cost from online sources and is acceptable for this class.

The textbook is both important and required. There is currently a copy of the textbook on reserve at the library if you are unable to purchase one. Information on Library Services are available here: <https://www.deanza.edu/library/distance.html> .

## Classroom and Lab Protocol

- Internet access and the technology such as a computer, tablet, smartphone is necessary for this class.
- Class is conducted **synchronously** on the day and time class would normally meet face-to-face as indicated on the class schedule, via Zoom meetings starting at Thursdays at 10:30am PDT.
- **To access our F/TV10 Class Zoom Meeting:**
  - You must be enrolled in class and have access to our class Canvas page.
  - On the left side of the F/TV10 Canvas Homepage is a sidebar containing the Zoom link.
  - Select the Zoom link which takes you to the schedule of class Zoom meeting.
  - Select the appropriate Class meeting date.
  - You will then enter a “Waiting Room” where the Instructor will allow you into class.
- When attending a zoom class:
  - Please keep Zoom microphones muted during class unless otherwise instructed by the instructor.
  - Please keep your camera on.
  - Make sure your screen name has BOTH First(Nicknames OK) & Last Names
- Questions during class will be handled by Zoom chat. Please send a chat text to the instructor. When time permits, the instructor will read your chat and verbally answer whole class.
- Zoom annotations will be left on for the **instructor’s benefit only**. Do not draw, use the zoom whiteboard or other zoom annotations without the instructor’s approval.

- Please be aware that Zoom meetings generate an analytics document for the meeting host. These data analytics include attendance, the amount of time each participant spends in a Zoom meeting, and percentage of time Zoom was the focus of the participants device's applications.
- Your instructor is available via email.
  - Correspondence received after 5pm or on weekends will be answered the next school day, except for emergencies requiring an immediate response.
- Intentional profanity is not permitted in class meetings, projects, papers, email or other correspondence.

## Dropping and Adding

Students are responsible for understanding the policies and procedures about adding and dropping classes, grade forgiveness, etc. Refer to the College's Registration Information page for information about adding and dropping, add/drop deadlines, dropping with a 'W', etc., at <http://www.deanza.edu/registration/add-drop.html>. Students who miss two classes may be dropped by the instructor, however it is ultimately the student's responsibility to successfully conduct a self drop to avoid receiving a failing grade. If you miss a class, you must email the instructor.

## Assignments and Grading Policy

Grading is on a point system based on a maximum total of 329 points. There will be weekly quizzes, three Media Analysis papers, a Mid-term exam, a Final Media Research Paper with associated research assignments, and a Final exam. There is one extra credit assignment detailed in the Extra Credit section of this syllabus. A breakdown of class points is given in the table below:

Quiz/Exam/Assignment	Possible Points
Quizzes:	50
Mid Term:	50
Symbols and their Meanings	10
Tracking Media	10
Choose Research Topic	5
Works Cited Draft	7
Research Outline	7
Research First Two Paragraphs	10
Research Paper	80
<u>Final</u>	<u>100</u>
Total:	329

Canvas will keep a total of your points and convert them to a percentage. The grade scale is on the table below:

Grade	Percent
<b>A+</b>	100% to 98%
<b>A</b>	97.99% to 92.00%
<b>A-</b>	91.99% to 90%
<b>B+</b>	89.99% to 88.0%
<b>B</b>	87.99% to 82.00%
<b>B-</b>	81.99% to 80%
<b>C+</b>	79.99% to 78%
<b>C</b>	77.99% to 70.00%
<b>D+</b>	69.99% to 68%
<b>D</b>	67.88% to 62%
<b>D-</b>	61.99% to 60%
<b>F</b>	59.999% and below

### **Pass/Fail, Withdraw and Incomplete:**

This is a graded course, unless you request it P/NP at Admissions and Records.

- Deadlines and policies for P/NP are on the De Anza Website here:  
[deanza.edu/apply-and-register/register/passnopath](https://deanza.edu/apply-and-register/register/passnopath)
- Deadlines and policies for Withdrawals and Drops are here:  
[deanza.edu/apply-and-register/register/add\\_drop](https://deanza.edu/apply-and-register/register/add_drop)

To receive an "incomplete" a student must have completed at least 75% of the quarter's work and be passing the class. Only students who request an incomplete will be considered for such a designation.

- Information regarding requesting an Incomplete and other grade policies are here:  
<https://www.deanza.edu/policies/grades.html>

**Exams:** The dates for the Mid Term and Final exams are noted on the class outline. The exams will be given on Canvas and will be available for a week during the date for the period listed on the syllabus. You will have only one attempt at each exam, which are closed notes/books.

**Quizzes:**

A short quiz will be given at the end of all class sessions. The quiz will cover key points from the lecture. Quizzes are worth 5 points. **Please stay for the entire zoom lecture in order to take the quiz.** Quizzes are open notes/open book but cannot be made up for unexcused absences.

Foreseen absences such as scheduling conflicts with zoom lectures may be excused only if the instructor is notified prior to class. Unforeseen absences such as illness or technical difficulties may be excused only if the instructor is notified in a timely manner. Excused absences, both foreseen and unforeseen are at the discretion of the instructor.

**Extra Credit:**

There is optional one extra credit assignment: “Failed TV Programs, A Critical Process Exercise, available for a possible 10 points of extra credit. This extra credit will open **May 31st, and is June 14th.** We will go over this extra credit in class **May 31st.**

**Assignments & Projects:**

- Media Analysis Assignments will consist of:
  - Analysis of specific symbols, the history, meaning(s) and use(s) in our culture.
  - A Chart or Log of your media use, and analysis of your media use.
  - Analysis of a “Failed TV Show” for Extra Credit.
- Your Research Paper Final Assignment will include:
  - Topic Selection.
  - Preliminary “Works Cited” assignment.
  - Outline of Paper.
  - Preliminary first two paragraphs of your paper.
  - The Final Paper
- All assignments are due at the beginning of scheduled class time on the due date.
  - Late assignments will be accepted up to one week after the original due date with a 10% reduction in grade. Assignments will not be accepted after the late assignment period.
- Reading assignments are homework assignments in preparation for the next week’s lecture.
- We may also screen media during class and your participation in class discussions regarding the media screenings is required.

**Assignments Grading Criteria:****Media Analysis Assignments**

Symbols and their Meanings You will watch a short video about the history of symbols in our culture, what they mean and how their meanings may change over time. You will also choose a symbol from a list given to you by your instructor. Write a short analysis of the video, and discuss the origin, meaning(s), and use(s) of that symbol in our culture.

Media Use Analysis You will keep a log of your media use over one week. You will write a paper of no shorter than two pages of an analysis of your media use.

Failed TV Show (Extra Credit) You will watch a Television show from a list given by your instructor, that lasted only once season. Your paper of no shorter than two pages will discuss the show and an analysis of why it failed and what could have helped it succeed.

### **Final Media Research Paper**

The Media Research paper is an ongoing project that starts early in the Quarter and continues until the end of the Quarter. This is because good research and writing takes time. There are two main objectives for this project:

- You should learn how to formulate a question regarding a media topic, research the topic and synthesize (combine a number of things into a coherent whole) your research into a scholarly paper.
- Learn the process of successfully conducting scholarly research and written presentation that will be useful in your further academic pursuits.

For this paper you will:

- Select a topic for your research paper from a list of topics provided by your instructor.
- Research and write a preliminary “Works Cited” or Bibliography section that will be the start of a longer list to be included in your Final Paper.
- Present an outline of your paper that will show Topic, Definition of Terms, Lines of Argument in Support of your research.
- Write your preliminary first two paragraphs of your Paper that will include an introduction of your topic, and a preview of the lines of argument in your paper.
- The Final Paper itself, which will be from 4 to 6 pages long and will include a Works Cited bibliography in addition to the paper.

Each bulleted section above will be graded for credit. The due dates and point totals for the individual assignments for this paper and the Final Paper itself are included in this syllabus.

### **Tips for success in this class**

Attend regularly and on time. Take the quiz each class session. Take notes in class. Do the reading. Do *all* the assignments. Maintain communication with instructor, give advance warning of absences. Take the Mid Term and Final. Maintain a positive and professional attitude. There is a lot of work some of which may be challenging, but your instructor wants you to succeed and is here to help you!

### **College Policies**

#### **Academic Integrity**

Your commitment as a student to learning is evidenced by your enrollment at De Anza College. The student handbook at <http://www.deanza.edu/studenthandbook/academic-integrity.html> outlines the policy on academic integrity and requires you to be honest in all your academic course work. Faculty members are required to report all infractions.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the College. For this class, all assignments are to be completed by the individual student unless otherwise specified.

### **Disability Support**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Resources for support programs and services are available at <https://www.deanza.edu/dsps/dss/>

### **Consent for Recording of Class and Public Sharing of Instructor Material**

Students must obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - Permission for recording is given orally by the instructor on a case-by-case basis. Permission is not assumed and may be revoked at any time.
  - As audio and video projects may be assigned in class, it is assumed that students and possibly guests may be recorded for class assignments.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

### **Accommodation to Students' Religious Holidays**

Your instructor shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.

## Computer Access Resources

In an effort to support students who do not have access to a computer to complete their coursework, De Anza offers the following options.

- **For students who may need to borrow a computer**, a limited number of computers are available from the college for **short-term loan**.
- **For students in the De Anza College Promise** program, we will review each request, and if approved, can increase the amount of their book voucher up to \$500 to help cover the purchase cost of a device from the [Bookstore](#).
- **For students who are not in the De Anza College Promise program**, the Financial Aid office can check to see if the student is eligible for other aid or an emergency cash grant to help cover the cost of purchasing a device from the [Bookstore](#).

To be considered for one of these options, a student who is in need of a computer should send an email request to **Lisa Mandy**, director of Financial Aid and Scholarships, at [mandylisa@deanza.edu](mailto:mandylisa@deanza.edu) and include their name and CWID.

This information has been posted to the **Coronavirus Response website** along with additional resources for students.

<https://www.deanza.edu/healthservices/coronavirus.html>

## Student Success Center

Need help? Student Success Center peer tutors can relate and are ready to help!

Go to the [SSC homepage](#) and click on the yellow links for schedules and Zoom links.

- **Individual Weekly or Drop in Tutoring:** Come with assignments or questions, or just drop by to see how tutoring works.
- **Workshops, group tutoring and group study:** Most people learn better with others...give it a try!
- **Support for online learning:** Speak with a friendly peer tutor or SSC staff member about motivation and organization strategies for online classes. We get it and are going through the same things, so let's support each other!
- **Need after-hours or weekend tutoring?** See the [Online Tutoring](#) page for information about **NetTutor** (via Canvas) or **Smarthinking** (via MyPortal).

I reserve the right to change or alter the class outline at any time.



## F/TV 10 Intro to Electronic Media, Spring 2023 Course Schedule

Wk	Date	Lecture	Due	Assignment
1	April 12	Syllabus & Class Protocols, Lecture, Mass Comm- A Critical Approach Practice Quiz		Ch. 1,2 <i>Module 1, Choose Media Research Paper Topic</i>
2	April 19	Media Convergence Quiz 1	Ch 1, 2 <b>Module 1 Media Research Paper Topic</b>	Ch 10 <i>Module 2, Symbols and their Meanings</i>
3	April 26	Books and the Power of Print Quiz 2	Ch 10 <b>Module 2, Symbols and their Meanings</b>	Ch 9 <i>Module 3, Work Cited Draft</i>
4	May 3	Magazines in the Age of Specialization, Quiz 3	Ch 9 <b>Module 3, Work Cited Draft</b>	Ch 8 <i>Module 4A, Tracking Media Diet Survey</i>
5	May 10	Newspapers: The Challenge of Journalism Quiz 4	Ch 8	Ch 5. <i>Module 4B, Write Analysis of your Media Diet Survey</i>
6	May 17	Radio & the Origins of Broadcasting Quiz 5	Ch 5. <b>Module 4A&amp;B, Tracking Media Diet Media Survey &amp; Analysis</b>	Ch 6 <b>TAKE MID TERM</b>
7	May 24	Television and Cable. Quiz 6 Extra Credit: Module 6 Failed TV Programs.	Ch 6 <b>MID TERM COMPLETED</b>	Ch 4 <i>Module 7, Media Research Paper Outline</i>
8	May 31	Sound Recording and Popular Music Quiz 7	Ch 4, <b>Module 7, Media Research Paper Outline</b>	Ch 3 <i>Module 8, Media Research Paper First two Paragraphs</i>
9	June 7	Digital Gaming and the Media Playground Quiz 8	Ch 3 <b>Module 8, Media Research Paper First two Paragraphs</b>	Ch 7 <i>Module 9, Writing Media Research Paper</i>
10	June 14	Movies and Impacts of Images Quiz 9	Ch 7 <b>Module 6, Extra Credit, Failed TV Programs</b>	Ch 11 <i>Continue writing Media Research Paper</i>
11	June 21	Advertising & Commercial Culture - Quiz 10	Ch 11 <b>Module 9, Media Research Paper</b>	
12	June 26-30	<b>Module 10-Final on Canvas</b>		

# Addendum

Topic: Joel Abramson's Office Hour

Time: Apr 12, 2023 02:30 PM Pacific Time (US and Canada)

Every week on Wed, until Jun 21, 2023, 11 occurrence(s)

Apr 12, 2023 02:30 PM

Apr 19, 2023 02:30 PM

Apr 26, 2023 02:30 PM

May 3, 2023 02:30 PM

May 10, 2023 02:30 PM

May 17, 2023 02:30 PM

May 24, 2023 02:30 PM

May 31, 2023 02:30 PM

Jun 7, 2023 02:30 PM

Jun 14, 2023 02:30 PM

Jun 21, 2023 02:30 PM

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly: [https://fhda-edu.zoom.us/meeting/tZUldO2rrjgoGdyQwpI-0tUL4WhSwA5sqwSG/ics?](https://fhda-edu.zoom.us/meeting/tZUldO2rrjgoGdyQwpI-0tUL4WhSwA5sqwSG/ics?icsToken=98tyKuGppjguGdSWshqPRpwcGojCLOnziHZBjadErQj1Km0DdjbaYtVKAaVeRcvB)

[icsToken=98tyKuGppjguGdSWshqPRpwcGojCLOnziHZBjadErQj1Km0DdjbaYtVKAaVeRcvB](https://fhda-edu.zoom.us/meeting/tZUldO2rrjgoGdyQwpI-0tUL4WhSwA5sqwSG/ics?icsToken=98tyKuGppjguGdSWshqPRpwcGojCLOnziHZBjadErQj1Km0DdjbaYtVKAaVeRcvB)

Join Zoom Meeting

[https://fhda-edu.zoom.us/j/81834303238?](https://fhda-edu.zoom.us/j/81834303238?pwd=M2wzOVpvSVFaVTFPTi9ueTJSRVJhUT09)

[pwd=M2wzOVpvSVFaVTFPTi9ueTJSRVJhUT09](https://fhda-edu.zoom.us/j/81834303238?pwd=M2wzOVpvSVFaVTFPTi9ueTJSRVJhUT09)

Meeting ID: 818 3430 3238

Passcode: 785826

One tap mobile

+13092053325,,81834303238# US

+13126266799,,81834303238# US (Chicago)

Dial by your location

+1 309 205 3325 US

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

+1 646 931 3860 US

+1 301 715 8592 US (Washington DC)

+1 305 224 1968 US

+1 346 248 7799 US (Houston)

+1 360 209 5623 US

+1 386 347 5053 US

+1 408 638 0968 US (San Jose)

+1 507 473 4847 US

+1 564 217 2000 US

+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

+1 689 278 1000 US

+1 719 359 4580 US

+1 253 205 0468 US

+1 253 215 8782 US (Tacoma)

Meeting ID: 818 3430 3238

Find your local number: <https://fhda-edu.zoom.us/j/kbclRIHGqR>