



University of North Texas  
College of Arts and Sciences  
Department of Media Arts  
MRTS 1310  
Perspectives on Broadcast, Cable &  
Internet Technologies

*Welcome to MRTS 1310 - I hope that you will enjoy learning about electronic media-how we got to where we are, and where we are going!*

### **Instructor Contact**

*Brenda Jaskulske*

*RTFP 229*

*940.565.2537*

*Office hours: Tuesdays 9-11am and 11am-12noon (virtual); and by appointment*

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### **Course Description**

Introduction to the historical, programming, physical, legal, social and economic aspects of broadcasting, cable and Internet technologies.

### **Pre-requisites**

Pre- MRTS or Pre-CBCM major status, completion of 12 hours of UNT or acceptable transfer coursework and a 2.75 GPA.

### **Course Objectives**

By the end of this course, students will be able to:

- (CO1) Identify the terms, practices and concepts of electronic media
- (CO2) Identify key media inventions and inventors
- (CO3) Critique relevant scholarly media articles
- (CO4) Identify important regulation and legal issues of electronic media

### **Required Materials**

Medoff, Norman. et. Al. *Electronic Media: Then, Now and Later*. Boston: Focal Press, 3<sup>rd</sup> Edition. 2016.

### **Technical Skill Requirements**

*This requires basic computer knowledge such as downloading and uploading files, and using Canvas.*

## Course Requirements

### Reading assignments

You will be expected to read, listen, view and be prepared to discuss all assigned work.

### Exams

You will take four exams. Test materials include lecture, readings, handouts, class discussions. Should you have a ***bona fide medical or family emergency*** and cannot take the exam, you must contact me the day of the test and then present written documentation of a verified absence from the Dean of Students to schedule an alternate test. Regularly scheduled appointments do not qualify for an excused absence.

### Article Review

You will be reviewing a scholarly article. More details on page 7.

### Quizzes

Quizzes will be administered in class and online. If you are late for class and a quiz is in progress or has already been given, your grade will be a zero. The same is true if you leave early. Also, there are no provisions for make-up quizzes. Unless the quiz is online, you must be present in class to take a quiz. Online quizzes must be completed before the given deadline.

### Grading

<b><i>Assignment</i></b>	<b><i>Points Possible</i></b>	<b><i>Percentage of Final Grade</i></b>
<b><i>Exam I</i></b>	<i>15 points</i>	<i>15%</i>
<b><i>Exam II</i></b>	<i>15 points</i>	<i>15%</i>
<b><i>Exam III</i></b>	<i>15 points</i>	<i>15%</i>
<b><i>Article Review</i></b>	<i>15 points</i>	<i>15%</i>
<b><i>Quizzes/Assignments</i></b>	<i>25 points</i>	<i>25%</i>
<b><i>Exam IV</i></b>	<i>15 points</i>	<i>15%</i>
<b><i>Total Points Possible</i></b>	<i>100 points</i>	<i>100%</i>

A= 100-90    B= 89-80    C= 79-70    D= 69-65    F= 64 or below

*Due to the nature of the course, late work will not be accepted unless the instructor has been contacted prior to the due date with a bonified excuse, such as illness requiring doctor's visit. All absences must be verified through the Dean of Students Office to be excused, and the verification must be presented within one week of your return to school after the absence.*

*You should also contact your instructor if there are computer issues with the UNT System. Note: mechanical issues with your personal computer are not excused. All excuses must be documented. Call the UNT IT Helpdesk for a ticket number.*

### **Attendance Requirement- Here's the GREAT News! Bonus Points!**

Your attendance is expected for each and every class period. Attendance will be rewarded and/or penalized as outlined below

Absences	Extra Points	Point Deduction
0	2	
1	1	
2	0	0
3		1
4		2

and so on...

and so on...

(\*points are added to or deducted from your final grade total)

### **Course Expectations**

*As the instructor in this course, I am responsible for*

- *providing course materials that will assist and enhance your achievement of the stated course goals, guidance*
- *providing timely and helpful feedback within the stated guidelines*
- *assisting in maintaining a positive learning environment for everyone*

*As a student in this course, you are responsible for*

- *reading, listening, viewing, and completing all requirements of the course in a timely manner*
- *participating in class demonstrations and discussions*
- *working to remain attentive and engaged in the course and interact with your fellow students*
- *silencing cell phones and electronic devices*
- *assisting in maintaining a positive learning environment for everyone*

*\*Note: Audio or video recording during class is not permitted.*

## **Policies**

### **Eagle Connect**

Through the use of email, UNT is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email. Check your email frequently.

Your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu>

### **Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct a class or other student's opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

### **Sexual Discrimination, Harassment, & Assault**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone.

The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses.

UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. UNT's Dean of Students website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs;

<http://deanofstudents.unt.edu/resources> 0 Renee LeClaire McNamara is UNT's Student Advocate and she can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940.565.2648

### ADA Policy

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

### Student Perceptions of Teaching (SPOT)

Student feedback is important and an essential part of participation of this course. The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

### Personal Mobile Device Use

The Department of Media Arts **prohibits** the use of personal mobile devices during class, unless otherwise allowed by the individual Instructor. If no exceptions are contained in a course syllabus, then the department policy remains in effect until changed by the Instructor.

Personal mobile devices are defined as anything and everything from cell phones to smart phones to personal handheld computers.

All devices should be turned off before entering the classroom or laboratory area.

Any student using a personal mobile device during class will have a 5% deduction from their overall course grade for EACH occurrence.

### Retention of Student Records

Student records pertaining to this course are maintained by the instructor of record. All records such as exams and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Coursework via the Canvas on-line system, including grading information and comments, is also stored in a safe electronic environment. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent.

You are encouraged to review the Public Information Policy and FERPA (Family Educational Rights and Privacy Act) laws and the university's policy in accordance with those mandates at the following link:

<http://essc.unt.edu/registrar/ferpa.html>

### **Emergency Notification and Procedures**

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e. severe weather, campus closings and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty, staff, and students. Please make certain to update your phone numbers at

[www.my.unt.edu](http://www.my.unt.edu).

Some helpful emergency preparedness actions include:

- 1 know the evacuation routes and severe weather shelter areas in the buildings where your classes are held
- 2 determine how you will contact family and friends if phones are temporarily unavailable
- 3 identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

### **Policy on Student Attendance and Religious Holidays**

If you plan to miss class due to observance of a religious holiday, notify me in writing by the next class day. To be excused, all absences must be verified by the UNT Dean of Students office. You may contact the office by phone: 940.565.2648 or email:

[deanofstudents@unt.edu](mailto:deanofstudents@unt.edu)

### **Academic Integrity**

<http://facultysuccess.unt.edu/academic-integrity>

### Article Review

This assignment requires that the student read and review an article found in a professional periodical or scholarly journal. Normally, these types of publications are published on a regular basis and are written by scholars and/or recognized professionals in a particular field for others who work in or study the discipline.

Select an article based on the "topic assignment" assigned to your group (see attached article review assignments and due dates). Find more than one. Scan briefly through the article to evaluate its worth. Select the article that both meets the assignment criteria and is interesting to you.

Please note that the primary purpose of this assignment is not to obtain your opinion on a given subject. Rather, it is designed to collect a factual representation of the data provided by the author(s) in the particular article you choose. The end result should give the reader a more than basic understanding of the article's content. Your opinion or personal expression concerning the contents of the article is important, but should be limited to the last item called for by the format.

Format and other requirements for the article review assignment:

1. If the article you wish to use does not appear in one of the following industry-related periodicals or academic journals, you must get prior approval from the instructor:

*Advertising Age, Adweek, AEJMC News, American Journalism Review, Atlanta Review of Journalism History, Atlantic Journal of Communication, Broadcast Television, Broadcasting & Cable, College Media Review, Columbia Journalism Review, Communication Law & Policy, Convergence: The Journal of Research into New Media Technologies, Convergent Journalism, Critical Studies in Mass Communication, EBU Technical Review, Federal Communications Law Journal, Games and Culture, Global Media & Communication, Harvard International Journal of Press/Politics, Historical Journal of Film, Radio & Television, Hollywood Reporter, IEEE Communications Magazine, InterMedia, Journal of Broadcasting & Electronic Media, Journal of Broadcasting and Electronic Media, Journal of Communication, Journal of Communications Media Studies, Journal of Current Issues in Media & Telecommunications, Journal of Digital & Social Media Marketing, Journal of Mass Media Ethics, Journal of Media & Religion, Journal of Media Business Studies, Journal of Media Economics, Journal of Media Practice, Journal of Media Research, Journal of New Communications Research, Journal of Popular Culture, Journal of Popular Film & Television, Journal of Radio & Audio Media, Journal of Radio Studies, Journalism & Mass Communication Quarterly, Journalism Quarterly, Journalism Studies, Mass Communication & Society, Media Daily News, Media Studies Journal, Media,*

*Culture & Society, Mediacaster, Mediawatch, MediaWeek, Multichannel News, New Media & Society, New Media Journal, News Media & the Law, Online Journal of Communication & Media Technologies, Pacific Journalism Review, Political Media Review, Politics & the Press: The News Media & their Influences, Radio Ink, Radio Journal: International Studies in Broadcast & Audio Media, Radio World Magazine, Southwestern Mass Communication Journal, Television & New Media, TVNewscheck, Television Quarterly, Variety*

2. The selected article must have a publication date that is no earlier than **four years** from the beginning date of the current semester.
3. The assignment must be typed using 12-point font, single-spaced, and have a word count ranging from 375 to 500 words including required paragraph headings.
4. As shown in the example below, the source of the article must be **cited** using APA style at the beginning of the paper. APA style guidelines for citations can be found here <https://owl.english.purdue.edu/owl/resource/560/01/>.



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**Example of Article Review Assignment:**

**Source** — Brown, D. (2019). An analysis of the violence content of the radio thriller dramas -- and some comparisons with television. *Journal of Broadcasting and Electronic Media*, 53(2), 261-73.

**Purpose of the article** —The purpose of this article was to determine the amount of violent content in radio thriller dramas targeted at both adults and children by using current television analysis procedures and to demonstrate the amount of violence in television shows.

**Why is the information important?** —These studies add historical insights into the body of research dealing with broadcast violence and provide a means to examine this historical data so that it can be applied to the evolution of the media. We are then able to relate this information to social and behavioral outcomes.

**Assumptions the author makes about the reader**—The author assumes that the reader is familiar with the current television analysis procedures developed by Gerbner and the Cultural Indicators Research team.

**Intended audience** —The intended audience is scholars of broadcasting who are particularly interested in the historical aspects and sociological implications of broadcasting.

**Key points** —In order to be comparative, procedures must be adapted that are compatible with those used to assess television's violent content. Only then can the effects (if any) that radio violence has had on social behavior be determined. To further substantiate claims that radio violence has affected social behavior, one must determine the nature and the amount of the act of violence. By comparing radio violence content and television violence content, one can examine the evolution of the media.

**The conclusions and recommendations of the author** —The nature and amount of radio violence in old radio thrillers measured through using current television analysis procedures is similar to that found in present day television. Preliminary observations indicate that this radio programming possibly had effects on social behavior.

The author encourages the reader to examine further the relationships between radio violence content and television violence content. Further research is suggested to better correlate these two. For example, the method of content analysis should be able to provide historical inferences about the social effects of this radio violence content. Study on children's radio programs in greater depth is especially advised.

**Personal comment** —I found this article interesting because it supported the notion that aural stimuli can be just as powerful as its visual counterpart. I also found it surprising that the programming in the "good old days" had its share of violence.

### Article Review Assignments for MRTS 1310

Following the instructions beginning on page 7, find an article which falls under ONE of the subject categories for your group and prepare an article review. You will be assigned to only one group and are responsible for turning in only one assignment. **The article review assignment is due on the date indicated below and must be turned in by that date through the Online Portal (turnitin) for your group which will appear in the Article Review Assignment folder in Canvas. Please note that your review will be scanned for similarity with other works.**

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#### Group 1 Assignment

**Assignment Upload Due:** Group 1 Reviews Due Online 2/23

Subject Categories:

- History radio/audio media (people, events, controversies, etc.)
- History of television
- Adaptive or disruptive technologies (HDTV, HD-Radio, Satellite, Internet, etc.)

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#### Group 2 Assignment

**Assignment Upload Due:** Group 2 Reviews Due Online 3/22

Subject Categories:

- Television and radio programs and programming (history, techniques, innovations, etc.)
- History of the Internet (people, events, controversies, etc.)
- Electronic Media Advertising (history, advantages/disadvantages of media types, impacts, critiques, etc.)

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#### Group 3 Assignment

**Assignment Upload Due:** (Group 3 Reviews Due Online 4/19)

Subject Categories:

- Media audience measurement
- Social Media (new developments, benefits and consequences to society, etc.)
- Media business and operations topics (retransmission consent, ownership limits, cross-ownership, etc.)

*Note: More details are provided in class and on Canvas.  
Late assignments will not be accepted.*

Course Schedule Spring 2020

Day	Module
Jan 14 Aug 16	Go over syllabus/roll Ch. 1 Today's Media (CO1)
Jan 21 Jan 23	Ch. 2 Audio Media (CO1) (CO2) Ch. 2 Audio Media
Jan 28 Jan 30	Ch. 3 Television (CO1) (CO2) Ch. 3 Television
Feb 4 Feb 6	<b>Exam I</b> Ch. 4 Programming (CO1)
Feb 11 Feb 13	Ch. 4 Programming/ Ch. 5 The Internet (CO 1) (CO2)
Feb 18 Feb 20	Ch. 5 The Internet Ch. 5 The Internet (Group 1 Reviews Due Online 2/23)
Feb 25 Feb 27	Ch. 6 Digital Devices (CO1) (CO2) Ch. 6 Digital Devices
Mar 3 Mar 5	Ch. 6 Digital Devices <b>Exam II</b>
Mar 9-13	<b>SPRING BREAK!!!</b>
Mar 17 Mar 19	Ch. 7 Advertising (CO1, CO3, CO4) Ch. 7 Advertising (Group 2 Reviews Due Online 3/22)
Mar 24 Mar 26	Ch. 8 Audience Measurement (CO1,CO3)

Mar 31 Apr 2	Ch. 9 Social Media (CO1, CO4)  Ch. 9 Social Media
Apr 7	Exam III
Apr 9	Ch. 10 Media Ownership (CO1)
Apr 14 Apr 16	Ch. 10 Media Ownership  Ch. 11 Media Operations (CO1) (Group 3 Reviews Due Online 4/19)
Apr 21 Apr 23	Ch. 11 Media Operations (Online) (CO6) Ch. 13 Personal & Social Influence
Apr 28 Apr 30	Ch. 13 Personal & Social Influence  Review
Thursday, May 7	Exam IV 10:30a-12:30p

*The instructor reserves the right to change the schedule with prior student notification.*