

INDUSTRY, INSTITUTIONS AND AUDIENCES

“Development of broadcast systems from radio through the Internet. Technological and aesthetic innovations, socio-economic forces, government, private industry, advertisers, creatives, and audiences from a historical perspective, as well as from a contemporary American and a global vantage point.”

Department of Television & Radio TVRA 2265

Spring 2015

Mondays, 6:30 PM to 9:15 PM

Room: Whitehead 205 A

Professor: Bruce Rabinowitz

Email: bruce_rabinowitz@hotmail.com (Do not use my BC email address.)

Department Office Telephone: 718 951-5555

Office Hours: By Appointment

Course Code: 17882

Section: EM6

Required Text:

Head's Broadcasting in America, A Survey of Electronic Media, by McGregor, Driscoll & McDowell, 10th Edition, 2010

Attendance / Lateness / Missing Exams:

Attendance is mandatory, and it is the key to success in this course!

The Brooklyn College Bulletin states that “Students are expected to attend all scheduled sessions of every class for which they register.” and “An instructor may consider attendance and class participation in determining term grade”.

Two consecutive missed classes will require a written explanation stating the reason for such absences, as well as any documentation that would reasonably be expected in support of such explanation.

Please reconsider taking this class if you cannot, or do not plan to, attend every session that the class is scheduled to meet and to arrive before the class is to begin.

Please note that this class begins promptly at 6:30 PM and that you should be seated at that time.

Frequent lateness will unquestionably have a negative affect on your grade.

Please be prepared to stay for the full class. Leaving early is akin to arriving late and will be duly noted.

Missing an examination, a scheduled presentation, or submitting any assignment beyond the day that it is due will significantly impact the grade received.

Make-up exams are rarely offered, and only given at the sole discretion of the instructor.

The term paper will not be accepted more than one week after its due date and without a valid excuse for such lateness.

Eating/Drinking:

As this class meets during dinner hours, and students are often arriving directly from work or another class, eating in class will be permitted, providing students are discreet and do not distract other students or disrupt class discussions while eating.

Use of Electronics:

Please refrain from the using cell phones, including and especially *texting* during the class. *No texting in class. No texting in class. No texting in class.* I can see you.

No portion of the class may be recorded without the express permission of the instructor.

Advisement:

Should you require further advisement regarding the TVRA Department or your course of study within it, please contact Professor Brian Dunphy at TVR_undergradchair@gmail.com, or at Room 303A, Whitehead Hall.

Outcome Assessment:

30% -	Participation, Attendance, Punctuality, Contribution, Attitude, Improvement, etc.
20% -	Country Profile Report <i>(an in depth scholarly examination and brief oral presentation of the media landscape of a country of your choice)</i> No student can complete this course without having submitted this assignment <i>(tentatively due April 27)</i> .
25% -	Midterm Examination covering the subjects addressed in Chapters 1, 2, 3, 6 & 7 - <i>(tentatively scheduled for March 23)</i> .
25% -	Final Examination covering the subjects addressed in Chapters 8, 10, 11 & 12) – <i>(tentatively scheduled for May 18)</i> .

Current Course Schedule:

In order to maximize class participation, it will be assumed that students will have read each of the chapters below prior to the class held on the corresponding date, and will be prepared to discuss that material.

1.	February 2	MONDAY		
2.	February 9	MONDAY	Chapter 1	Overview / Electronic Media – <i>media industry consolidation</i>
3.	February 18	WEDNESDAY	Chapter 2	From Radio to Television
4.	February 23	MONDAY	Chapter 3	Cable and Newer Media
5.	March 2	MONDAY		
6.	March 9	MONDAY	Chapter 6	Commercial Operations
7.	March 16	MONDAY	Chapter 7	Non-Commercial Services
8.	March 23	MONDAY	MIDTERM EXAMINATION	
9.	March 30	MONDAY	Chapter 8	Programs and Programming Basics
10.	April 13	MONDAY		
11.	April 20	FRIDAY	Chapter 10	Media Theory and Effects
12.	April 27	MONDAY	COUNTRY PROFILES - <i>the international media landscape</i>	
13.	May 4	MONDAY	Chapter 11	The Communications Act, Licensing & Regulation
14.	May 11	MONDAY	Chapter 12	Constitutional Issues and Content Regulation
	TBD		FINAL EXAMINATION	

Please stay tuned for additional schedule changes.