

TCOM 1580 (CRN 21842)
Introduction to Telecommunication
Studies

Walter Mathews
Bliss Hall 2025

Spring 2020 **REVISED** (revisions in red)
Meshel Hall 337
T-Th 11:00-12:15

Office Hrs. TuTh 02:00-03:30, W 11:00-01:00
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TEXTS:

Gross, L.S., Fink E.J., (2009) Telecommunications: An Introduction to Electronic Media. 10th edition, McGraw-Hill Boston, MA.

Ismail, S., Transformative Choices: A Review of 70 Years of FCC Decisions: FCC Staff Working paper. Oct. 2010 Available at:

<https://www.fcc.gov/reports-research/working-papers/transformative-choices-review-70-years-fcc-decisions>

A calculator or calculator phone app may be useful.

COMPUTER/INTERNET:

You will be at a distinct advantage if you have easy access to computer facilities and the Internet/web. University computers are available to you, but they are not necessarily convenient. You are assumed to have a working knowledge of personal computing, as well as basic skills in using Internet resources. Supplementary materials and assignments will be sent to you from time to time by e-mail. Be sure you are familiar with your University e-mail account and check it regularly. Past mailings have included hints for exams, sample test items, bonus questions, and the like.

PURPOSE OF THE COURSE:

To help you learn how electronic communication have grown as business and social institutions, to learn fundamental concepts of encoding, transmission and decoding, to learn business and legal principles and practices used in broadcasting and electronic communication; to explore how broadcasting and other telecommunication services are converging, to prepare for advanced study in later courses. Don't expect to make really cool videos in this course; do expect to understand the media industries and the basics of media programming.

TELECOMMUNICATION STUDIES MAJORS:

Concepts and issues addressed in this course recur. Retain class notes and text. After completing this course, TCOM 1581 (Technology) and English 1550 (Writing I) with grades of "C" or better in all three, then you may enroll in TCOM 2682 (Scriptwriting) and TCOM 2683 (Operations and Performance). Do not take advanced courses without having first completed their prerequisites because prerequisite courses taken out of order will not count toward your degree.

To become a TCOM Major, you will need a B in this course, TCOM 1581 and Eng 1550.

Withdrawals

Last day to withdraw from the class with a grade of W is October 28.

Grade of Incomplete

The final determination of issuing a grade of "Incomplete" rests with the instructor. The instructor's decision includes, but is not limited to, University policies for issuing a grade of incomplete. The instructor is not obligated to assign a grade of "Incomplete." The only valid reasons for an "Incomplete Grade" (I) are medical reasons or other tragic circumstances that cause you to be unable to complete the course after the last day to drop the course. If such circumstances cause you to miss too much class or specific assignments before the last day to drop, you are not eligible for an incomplete – drop the course. To be eligible for an incomplete in TCOM 1580, you must have completed the first 65% of the course with a grade of "C" or higher.

STUDY SCHEDULE:

You will be given a probable schedule including reading assignments and quizzes/exams. Changes will be announced in advance during class and/or by e-mail and/or web posting. Students are expected to have read assigned materials before the listed dates, and small unannounced “reading checks” and quizzes may be used to show that proper study has occurred. One Minute papers will also be assigned for the same assessment purpose.

GRADE DETERMINATION:

Exams will be primarily multiple choice in format. Consideration for participation, effort, team cooperation, willingness to experiment, and satisfactory class attendance will be made subjectively by the instructor. Attendance is required: sign the attendance sheet when one is circulated. Scoring will be through a straight-scale percentage in which A=90-100%, B=80-89.9%, C=70-79.9%, D=60-69.9% F= Below 60%.

MAKE-UPS:

Generally, missed assignments may not be made up. But if circumstances require you miss an assignment, contact the instructor in advance—in person, by phone, or by e-mail—to discuss specifics. Requests such as “I missed the exam, When can I take it?” or “I’m going on (vacation... fishing... a trip to Florida... job interview... etc)” will not be honored.

3 exams	45 points
1 media project/ Short Quiz	10 points
1 final exam	35 points
Attendance, Participation Prior to 03/05	10 points
Total	100 points

UNDERSTAND AND REMEMBER:

You can expect to study the text thoroughly. It is written for serious students, and it will require your time and focused attention. Extra help is available at the Reading and Study Skills, the YSU Writing Center and the Center for Student Progress.

Some lectures will explore the realm of point to point communication, which is not stressed in the text. Others will illustrate and summarize materials in the text, intended to help you understand and remember, but not to repeat for you, basic text information.

UNIVERSITY RESOURCES

Mandatory Statement of Non-Discrimination from the University:

Youngstown State University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion or veteran/military status in its programs or activities. Please visit www.ysu.edu/ada-accessibility for contact information for persons designated to handle questions about this policy.”

Statement for students with disabilities:

In accordance with University procedures, if you have a documented disability and require accommodations to obtain equal access in this course; please contact me privately to discuss your specific needs. You must be registered with the Center for Student Progress Disability Services, located at 36 West Wood Street, and provide a letter of accommodation to coordinate reasonable accommodations. You can reach CSP Disability Services at 330-941-1372.

Center for Student Progress

The Marion G. Resch Center for Student Progress is a resource on Campus established to help students successfully complete their university experience. Please phone (330) 941-3538 or visit the Center for assistance in tutoring or for individualized assistance with social and academic success. The main Center is located in Kilcawley West below the bookstore.

Reading and Study Skills Center

The Reading and Study Skills Center at YSU offers self-referral tutors. Go to the Reading and Study Skills Center (Lower Level, Maag Library) and complete registration materials for a tutor to assist you in improving your reading, testing-taking, time management, and other academic skills. Students using the services of the Reading and Study Skills Self-Referral Tutoring program are expected to adhere to the rules and policies of the University and the Reading and Study Skills Center.

Writing Center

The Writing Center works with students in one-on-one tutoring sessions. Appointments may be made by either calling (330) 941-3055 or by coming in to the Writing Center in Magg Library.

Student Health Clinic

The Student Health Clinic is located on the first floor of Kilcawley House. Enter the Clinic off University Plaza. All students with a current valid YSU ID are eligible to use the Student Health Clinic and may schedule an appointment with a physician.

Counseling Services: At Youngstown State University, the Office of Career and Counseling Services provides a comfortable environment in which to discuss and address problems and possible solutions. Short-term counseling, consultation, and referral services are provided to the campus and, in most cases, there is no fee for services. Issues commonly addressed during individual counseling sessions include: depression, anxiety, relationship problems, family conflicts, low self-esteem, school and work problems, eating disorders, lack of emotional control, career indecision, loss and grief issues, and coping with illness.

The Office of Career and Counseling Services is located in Room 1034, Jones Hall. For more information, call 330-941-3515 or visit <http://www.cc.yosu.edu/career-services>.

MEDIA PROJECT:

You can expect to solve a media case study in which you will help develop an original TV (or radio) program. The number of teams will depend on final enrollment and number of students choosing this option. Each team will be responsible for researching, planning, scripting, budgeting and turning in to the instructor a proposal for an original TV program. The instructor may assign a specific format genre. Projects will be due near the end of the semester and the deadline will not be extended. All members of the group are expected to contribute to the group project. The instructor will assign students to groups randomly. Several areas of expertise will be needed in each group, approximately like this:

Proposal writer will coordinate and write up the entire proposal making sure it is a coherent whole. It will include the genre (drama, comedy, music,...) the general atmosphere (trendy and flashy, calm and sober,...) Music/Sound (as a diversion or integral part of program), Components of the program (Opening, breaks, ...sign-off)...General time line (ordinarily what happens when ..how long is the open, the first segment...)

Market Researcher (demographic (Audience) and media markets competition (Broadcast, cable, Internet)

Visual artist/designer (what other media will be incorporated) (Promotions, web pages, etc)

Production/technology (number of production facilities, audio/video)

Budget/Finance (cost of production including payment for production crew, talent...)

Alternative Delivery (web streaming, webisodes, etc., How can it be adopted for different platforms and social networks)

One person in each team will also act as the Executive Producer. That person will be responsible for leading the team, identifying benchmarks and deadlines, keeping everyone involved and motivated, and for emceeding the in-class presentation. Each team will turn in one professionally-prepared written proposal, complete with research, scripts (treatments) and other materials.

**Spring 2020
Tentative Schedule**

Day	Date	TOPIC	READING
T	01/14	Introduction	Ishmail
Th	01/16	Significance	Chapt 1
T	01/21	Radio	Chapt 5
Th	01/23		
T	01/28	Movies	Chapt 6
Th	01/30	Early TV	Chapt 3
T	02/04		
Th	02/06	Modern TV	Chapt 4
T	02/11		
Th	02/13	Exam 1	
T	02/18	The Internet...	Chapt 2
Th	02/20	Careers	Chapt 7
T	02/25	Programming	Chapt 8
Th	02/27		
T	03/03	Sales and Advertisers	Chapt 9
Th	03/05	EXAM 2	
T	03/10	Spring Break	
Th	03/12	Spring Break	
T	03/17	Extended Break	
Th	03/19	Extended Break	
T	03/24	Promotions/Feedback	Chapt 10
Th	03/26	Laws and Regulations	Chapt 11/Ishmail
T	03/31		
Th	04/02	Exam 3	
T	04/07	Ethics/Effects	
Th	04/09		Chapt 12
T	04/14	Technical/ Media Production	
Th	04/16	International	Chapt 13/14
T	04/21		
Th	04/23		
T	04/28	Media Project Quiz	A short quiz on producing Media
Th	04/30		
Th	05/06&07	Final Exam / Blackboard	

Media Teams:

On this day, project teams will be assigned randomly. Rosters will be provisional because some class members might withdraw from the course as late as October 23. We don't control this situation. But if your team is decimated (probably good, if you get rid of weak team members), we will re-deal the teams to correct the situation in the name of fairness.

VIEWER/LISTENER PROFILE

As you have seen, the business is selling eyeballs or ears to advertisers. The eyeballs or ears are the product, and the advertisers are your customers. We will pick one of these age groups (see chart) and groups of advertisers who might want to reach them. Your challenge will be to figure out how to deliver the right number and type of eyeballs or ears to advertisers. You must also identify likely media outlets that would match the demographic group that would be your prime audience. Which local stations (at what time), or which national networks might be interested in your program?

Note: You will program for people who are demographically unlike you. Specifically, you will not create a program for people who are between 18 and 22 years of age (see Lifestyle Development Stage Segmentation" table).

Team Meetings: Normally not the entire class period. The project is mainly an out-of-class assignment. Do not expect to limit your team meetings to in-class sessions and a few get-togethers before or after class.

Stage	Age Range	Major Tasks	Average Income
Leaving Home Not available for group use	18-22	Breaking psychological ties, choosing careers, entering the work force, handling peer relationships, managing time and home, adjusting to independent life	\$16,993.89
Reaching out	23-28	Searching for personal values, reevaluating relationships, progressing in careers, accepting growing children, establishing a permanent home.	\$38,272.82
Questions/ Questions	29-34	Searching for personal values, reevaluating relationships, progressing in careers, accepting growing children, establishing a permanent home.	\$52,934.87
Mid-Life Explosion	35-43	Searching for meaning, reassessing marriage, reexamining work, relating to teenage children, relating to aging parents, reassessing priorities and values, adjusting to single life	\$73,558.21
Settling Down	44-55	Adjusting to realities of work, launching children, adjusting to an empty nest, becoming deeply involved in social life, participating actively in community concerns, handling increased demands of older parents, leisure time and budgets, adjusting to single life, beginning to think about retirement	\$71,412.32
Mellowing	56-64	Adjusting to health problems, deepening personal relationships, approaching retirement, expanding hobbies, financing new leisure time, adjusting to the loss of a mate.	\$71,617.55
Retirement	65 and older	Disengaging from paid work, reassessing finances, being concerned with personal health care, searching for new achievement outlets, managing leisure time, adjusting to a more constant marriage, adjusting to single life, becoming reconciled to deaths.	\$72,049.86

Morton, Linda. Segmenting Publics: An Introduction. Public Relations Quarterly. 43, 3 (Fall, 1998) (Income, ddydj.com)