INSTRUCTOR: Robert C. Fordan, Professor of Communication  
Phone (509) 963-1068  
E-mail: Fordanr@cwu.edu  
Office: Bouillion Hall Room 231

COURSE PREREQUISITE: COM 201 (Introduction to Mass Media) or FVS 250 (Introduction to Film and Video Studies).

COURSE CONTENT: Historical survey of television as an entertainment, information, and art medium. Emphasis on understanding television's influence on cultural, social, political, technological and economic conditions, and their influence on television. Course employs lecture, video presentations, group activities and discussion, and individual projects. At all times your questions or comments are welcome, as they apply to the course subject matter. Use of PowerPoint slides or videos should never inhibit you in asking questions or provoking discussion.

Course Objectives: The primary objective of this course is to acquaint you with the evolution of the television in this country. The emphasis will be placed on what television has accomplished in our society, in terms of content as well as technology. We will look at what TV has done for, and to, our society, over and above entertaining millions, and how television has been affected by society and the industry's corporate structure.

Course Outcomes: Students who successfully complete COM 354 should be able to understand how historical events have influenced television, how television has influenced and impacted society and individuals, as well as shaped society’s attitudes and beliefs.

CLASS MEETS: Monday, Tuesday, Wednesday and Thursday, 10-10:50AM in Language and Literature Building, Room 223.


REQUIRED MATERIALS: In addition to normal materials for student projects, students must have #2 pencils and erasers for Scantron tests. Research paper may require some long distance telephone calling. Time will need to be set aside for reviewing television program clips on Internet sites like You Tube.

OFFICE HOURS: "Walk in" hours are Monday: 8:30-9:30am; 4-4:30pm. Tuesday: 8:30-9:30am. Wednesday: 8:30-9:30am; 4-4:30pm. Thursday: 8:30-9:30am.

A GRADE for this course will be determined in the following manner:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Points</th>
<th>Assignment</th>
</tr>
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<tbody>
<tr>
<td>15%</td>
<td>150</td>
<td>Test-1</td>
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<tr>
<td>15%</td>
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<td>Test-2</td>
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<td>Test-4</td>
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<td>15%</td>
<td>150</td>
<td>Test-5</td>
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<tr>
<td>15%</td>
<td>150</td>
<td>Research paper</td>
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<tr>
<td>5%</td>
<td>50</td>
<td>Oral History project</td>
</tr>
<tr>
<td>5%</td>
<td>50</td>
<td>Paper/Project Presentation</td>
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COM 354: Course Overview


WEEK 7: TV AND ADVERTISING. November 4: Work on out of class project or paper. Nov. 5: Presentations. Nov. 6: Presentations Nov. 7: Ch. 8 (Taking the Cue: Television and the American Personality)


WEEK 12: Final Exam: Monday, December 9: 8am-10am. The final exam is Test-5 (it covers only chapters 8-10, and epilogue--thus it is not a comprehensive exam).
COM 354: Class Policies

1. **ATTENDANCE**:
a. Regular class attendance is required of all students because accurate note taking will enable a higher score on course material related to lecture presented material. No recordings of classroom instruction are permitted, except as authorized by the university.
b. Being absent does not excuse the student from the responsibility for knowing material covered in the missed class. Due to my busy schedule I will not have time to personally cover what a student has missed due to his/her absence. Instructor's personal videotapes are not available for checkout to the student. It is the student's responsibility to make contact with other students in class to assist in keeping current with information discussed in the missed session(s).
c. Each student has an official "study buddy" from whom the information may be received. The study buddy is the person with the name that is in alphabetical order after the student’s on our enrollment roster. The student with the name that is last in alphabetical order shall have the student with the first name serve as the study buddy.
d. A student arriving to class on the day a test is given shall receive no extra time to take the exam. Tests must be turned in at the time designated by the instructor.
e. A student may receive up to 60% credit (D-) for a make-up for a test that must be rescheduled because of an unexcused absence. Rescheduled tests ordinarily will be given at Final Exam time.
f. A student with an excused absence for a test has an unfair advantage over the student who takes the test earlier, on time. Thus, a student with an excused absence who takes a test later than others in class shall not have his or her test results normed.

2. **DEADLINES**:
"Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do, when it ought to be done, whether you like it or not: it is the first lesson that ought to be learned, and however early...training begins, it is probably the last lesson that (is learned) thoroughly."

--Thomas Huxley

a. Meeting deadlines is critical to your success in the communication industry after graduation. We shall have the same standards. All written work is due at the beginning of class on the date it is due. If not turned in when called for, late work shall receive no higher than a 67.5% (D+). If not turned in by the next class session the work shall receive a grade no higher than 50% (F). After that, no higher than 40%. Missed deadlines on presentations shall result in a late grade (D-) for the presentation.
b. If a student is not prepared to give a presentation on the assigned day and time, a penalty of 20% will be given for the re-scheduled effort (i.e. the student shall receive a grade of no higher than 40 out of 50 points for the presentation).

3. **PAPERS**:
a. Unless otherwise directed, all work is to be typed. Untyped work shall be deemed late. Be sure to maintain backup computer files so you do not lose your copy.
b. There is no assigned font style. However, one selected should be easy to read, and a font size used that is not overly small or large. The "norm" would be Verdana or New York Times, 11 or 12.
C. APA style is the official Department of Communication style used for papers. Copies are available on a rack hanging from a wall outside the department office, Bouillon Hall, Room 132. See the department secretary if the rack is empty.

4. **GRADING/METHOD OF EVALUATION AND ACCESS TO COURSE DOCUMENTS**:
a. The instructor uses a grading system based on 1000 total points for the course. Tests and projects have different values (see page one again for the values of each). Keep in mind that an "A" on a test won't be equivalent to an "A" on the equal to an "A" on a project.
b. Each test will be normed. That is, the high score will be 100%, and the number that student gets wrong shall be deducted from other students' scores. The remaining number wrong is then multiplied by the numbered point total for each problem (e.g. in a test with 40 numbered points, each problem would be worth 3.75 points, as the entire test would be worth 150 points. So if the high score were minus 4, then -4 would become -0, or 100%, and the student who had a score of -8 would then have -4. The -4 would be multiplied by 3.75, and that total would be deducted from 150. In other words, 15 points would be deducted, giving a score of 135 points out of 150, or 90%).
c. To see your progress in the course, check “Blackboard” for your current grade.

5. COURSE COMPONENTS
a. Individual presentations.
b. Two projects.
c. Tests: (multiple choice, true/false, matching, short answer) tests will be developed from the readings, lecture material, videotapes, and our class discussions. The questions will test your knowledge of facts and terminology. The brief answer questions are necessarily more subjective and likely will not have clear-cut right or wrong answers. Your grade will hinge more on your reasoning and understanding of the question, as well as your ability to critically explore the answer.
d. The electronic syllabus posted on Blackboard is our official syllabus. It is marked "Draft-1." Should changes be required in it, they will be announced in class, and subsequent drafts created.

6. E-MAIL POLICY:
a. My e-mail address are listed above.
b. Do not e-mail me with concerns that should be handled quickly. Use the telephone or contact me in person. Sometimes I don’t get to my e-mail for a day or two. Allow a minimum of 48 hours for a response to an e-mail.

7. CLASSROOM DEMEANOR:
a. You should demonstrate a professional work attitude by maintaining an acceptable pattern of attendance and punctuality, using time management techniques to meet deadlines, and by showing self-motivation. You should act in a cooperative manner, maintain a positive self image, display leadership when called upon, use appropriate language, and participate in class discussions, and be prepared before class to discuss required reading assignments. You are required to work well with others.
b. Classroom Etiquette: What is expected? Civility to those around you. Please refrain from writing and passing notes or participating in other behavior which distracts the class. Do not use electronic equipment in class without prior approval. Undivided attention is class is critically important to this being a successful class. An atmosphere of mutual respect is necessary. You should not to do any reading of newspapers or other materials while the class is in session. Please address your instructor with an official title of respect.
c. Serious deviations from a professional standard may lead to course grade point deductions and/or referral to the appropriate agencies.

8. OFFICE HOURS:
a. Hours tentatively set aside for drop in visits by students to my office are posted on the first page of the syllabus. If an emergency arises, and I am forced to cancel a time, I will do my best to reschedule an additional hour at a different time during the day, or within the week.
b. If you drop by my office and I have another student talking to me, make your presence to me known. I will then tell you whether I will have time remaining in the hour to see you. If
not, we can schedule another time. If I do have time, I will tell you, and write your name down in my day planner on a list. Please take a seat in one of the chairs outside the Communication office, and wait your turn. I shall then call you. If you have left the area, I will take the next student on the list.

9. SUPPORT SERVICES:
   a. On occasion certain disabilities or medical or personal conditions may affect a student's performance in class. This may not be readily apparent to others or detectable by the instructor. Students who either have, or believe they may have, a disability which might adversely affect performance in this course are strongly encouraged to meet with me early in the quarter so that we may discuss individual needs. I will make every effort to accommodate your needs. Of course, such information will be treated confidentially in every case.
   b. Students are often times reluctant to bring a disability to an instructor's attention, thinking that to receive accommodation implies they are getting a special break other students aren't getting--NOT TRUE! Accommodations provide a "level playing field."
   c. Students with disabilities who wish to set up academic adjustments in this class should send me an electronic copy of their "Academic Adjustments" as soon as possible so we can meet to discuss how the approved adjustments will be implemented in this class. Students with disabilities without this, should contact the Center for Disability Services Office, Bouillon 205 or cdsrecept@cwu.edu or 509-963-2171 immediately.
   d. Other campus programs providing students support: International Programs (for students from abroad), Academic Achievement Programs (includes Minority Retention Program and alternative admission program), University Writing Center, (remedial skills classes, writing lab, math lab), Student Health and Counseling Center (personal counseling, workshops on test anxiety, eating disorders, etc.), and the Student Empowerment Center.

10. ABOUT THE INSTRUCTOR:
I am entering my 23rd year of teaching at CWU. Previously I taught at Eastern Washington University in Cheney and at Troy University in Alabama. I hold a B.A. from the University of California at Riverside with a major in political science, and an M.A. from San Francisco State University in the field of Broadcast Communication Arts. I also attended law school where I took courses in tort, contract, and criminal law & procedure. I have several years of experience working at a number of broadcast stations in Washington State as a news reporter, photojournalist, assignment manager, producer and news director.
**Grade Scale**
(adopted 8/17/00)

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>930-1000</td>
<td>A</td>
<td>Has excelled in every phase of work in the course.</td>
</tr>
<tr>
<td>900-929.9</td>
<td>A-</td>
<td>Work is superior but does not warrant the special distinctiveness of the &quot;A.&quot;</td>
</tr>
<tr>
<td>870-899.9</td>
<td>B+</td>
<td>Has made substantial progress toward meeting the objectives of the course, tests, quizzes, projects, and assignments, and has fulfilled the requirements of the course.</td>
</tr>
<tr>
<td>830-869.9</td>
<td>B</td>
<td>Work is superior but does not warrant the special distinctiveness of the &quot;A.&quot;</td>
</tr>
<tr>
<td>800-829.9</td>
<td>B-</td>
<td>Has made substantial progress toward meeting the objectives of the course, tests, quizzes, projects, and assignments, and has fulfilled the requirements of the course.</td>
</tr>
<tr>
<td>770-799.9</td>
<td>C+</td>
<td>Work is superior but does not warrant the special distinctiveness of the &quot;A.&quot;</td>
</tr>
<tr>
<td>730-769.9</td>
<td>C</td>
<td>Has made substantial progress toward meeting the objectives of the course, tests, quizzes, projects, and assignments, and has fulfilled the requirements of the course.</td>
</tr>
<tr>
<td>700-729.9</td>
<td>C-</td>
<td>Has made substantial progress toward meeting the objectives of the course, tests, quizzes, projects, and assignments, and has fulfilled the requirements of the course.</td>
</tr>
<tr>
<td>670-699.9</td>
<td>D+</td>
<td>Has made progress toward meeting objectives of the course or project, but has fulfilled the requirements in a substandard manner.</td>
</tr>
<tr>
<td>630-669.9</td>
<td>D</td>
<td>Has made progress toward meeting objectives of the course or project, but has fulfilled the requirements in a substandard manner.</td>
</tr>
<tr>
<td>600-629.9</td>
<td>D-</td>
<td>Has made progress toward meeting objectives of the course or project, but has fulfilled the requirements in a substandard manner.</td>
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<tr>
<td>599.9 or below</td>
<td>F</td>
<td>Has failed to meet or has accomplished so few of the requirements of the course that the students is not entitled to credit.</td>
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*The instructor reserves the right to raise a student's grade when a reasonable situation warrants it.*