

Spring 2016

# RTV 3007 Introduction to Television

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FLORIDA INTERNATIONAL UNIVERSITY • SCHOOL OF JOURNALISM & MASS COMMUNICATION

## INTRODUCTION TO TELEVISION • RTV 3007 • SPRING 2016

Tuesdays & Thursdays, 12:30pm-1:45pm

Glenn Hubert Library 160

Instructor: Susan Jacobson, Ph.D.

Email: [susan.jacobson@fiu.edu](mailto:susan.jacobson@fiu.edu)

Office: AC2 319B

Office Hours: Tuesdays & Thursdays, 11am-12pm

### COURSE DESCRIPTION

RTV 3007: Introduction to Television is designed to familiarize students with the history and development of television in the United States and help students understand some of the factors impacting televisual media today. By the end of the semester, students will:

- Become familiar with the history and development of television in the United States.
- Gain a better understanding of the technologies behind televisual media.
- Form educated opinions of current TV topics.
- Understand the role of the FCC and the major regulatory acts.
- Understand basic ratings systems.
- Gain an appreciation of new developments in televisual media, such as social media, streaming media, mobile video and more.
- Work in teams to develop a Content Plan for a televisual production.
- Write a trade article on some current trend or problem in televisual media.
- Take a midterm and a final exam.

### REQUIRED TEXT

Barnouw, Erik. *Tube of Plenty, The Evolution of American Television*. 2nd Revised Edition, Oxford University Press, 1990. The Library has a copy of this book on reserve, but I recommend that you get your own (cheap!) from [amazon.com](http://amazon.com) or [half.com](http://half.com).

### Helpful Links

- **Main Course Blog**  
<http://intrototv.wordpress.com>  
I will publish important information about the course, course assignments and helpful resources to this blog.

### GRADING

Content Plan – 150 points, beginning Week 10

Students will work in teams of three to develop a plan for a new show for broadcast, cable, radio, streaming, DVD, social media or other platform. Each group will produce a content plan; a content sample; and a class presentation. In addition, each student will complete a Self-Evaluation. A more detailed explanation of this assignment can be found on the blog: <http://intrototv.wordpress.com>.

Midterm Exam – 100 points

The Midterm Exam will be a multiple choice, short answer, short essay exam given in-class. The Midterm Exam will cover all lectures, readings and blog posts up to the date of the exam. **DATE: Thursday, April 10.**

King Tide Day Flood Crowdsourcing Project – 50 points

Students will participate in a crowdsourced reporting project to document flooding on or near the week of March 7 or April 4. See the class blog for ways to participate. **DUE Tuesday, April 19**

Magazine Article – 100 points

Each student will write an 800-1200 word article on some aspect of the television industry. The article should be written as if it would be published in a trade or technology magazine like *Broadcasting and Cable*, *TVNewser* (<http://www.mediabistro.com/tvnewser/>), *Variety* or *Wired Magazine*. A more detailed explanation of this assignment can be found on the class blog: <http://intrototv.wordpress.com>. **DUE DATE: April 21**

Final Exam – 100 points

The Final Exam will be a multiple choice, short answer, short essay exam given during the Final Exam Period. The Final Exam is cumulative, and will cover all lectures, readings and blog posts throughout the semester. **PLEASE NOTE:** Students who arrive more than 30 minutes late to the exam will not be allowed to take it. **DATE: Tuesday, May 3.**

MAXIMUM POINTS POSSIBLE – 500

Final Grade Scale

All grading will be done on a point system, with a letter grade assigned at the end of the term based on points earned from a total of 450 points. Grades of Incomplete will be given only for acceptable written medical reasons. You can calculate your final score as follows:

94% and higher or 470 points and higher:	A
90-93% or 450-469 points:	A-
87-89% or 435-449 points:	B+
84-86% or 420-434 points:	B
80-83% or 400-419 points:	B-
77-79% or 385-399 points:	C+
70-76% or 350-384 points:	C
65-69% or 325-349 points:	D
Below 65% or below 325 points:	F

Extra Credit – Maximum 25 points

There will be several opportunities for students to earn extra credit.

COURSE POLICIES

Deadlines - Successfully meeting deadlines is an essential part of being a media professional. Late work will only be accepted in the case of a documented emergency or if circumstances are cleared with me prior to the due date. Late work submitted without prior approval will result in substantial

grade reduction. **Work submitted more than 2 weeks late will not be accepted.**

Academic Honesty - As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows: Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism. Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.

Classroom Behavior - Use of cell phones, PDAs or MP3 players during class is prohibited. That includes texting. I will ask you to leave if you violate this rule. Computers may be used only if you sit across the back wall. Lectures may be recorded with prior approval. If you are caught using your cell phone or any other banned device during a quiz or exam, you will be in violation of the university’s policy on academic dishonesty.

Special Needs - If you need accommodation based upon a disability under the terms of the Americans With Disabilities Act or Section 504 of the Rehabilitation Act of 1973, please discuss your needs with me before the end of the second week of the semester.

Original Material - **All work in this class is assumed to be yours, and composed of your original material, or material that you have permission to use.** Research and sourcing is fundamental to story construction. Quote attribution is basic. If you use images, audio or video that you did not create, you must GET PERMISSION FROM THE INSTRUCTOR AHEAD OF TIME and attribute them accordingly. Failure to cite material amounts to plagiarism, and you will fail the course.

Factual Errors and Spelling Errors - Student work must be free of errors of fact. Each factual error, or spelling error, will result in a 5-point deduction from the project final grade. Meticulous research, careful copyediting, and a thorough proofreading of final work, will usually catch any errors before the project is submitted for grading.

Blackboard - This course will utilize Blackboard. Students are expected to log in regularly for announcements.

Class Blog - The instructor will use a WordPress blog to post course notes, and students are expected to link their completed projects to the class blog.

Constructive Criticism - In this class students will be required to present their work to the class and explain their production choices. Students will constructively critique each other's work. This communal display and critique of work will help produce a competitive environment wherein you push yourself to produce high quality work. However this situation should also be a cooperative one, where students help each other with challenges and ideas.

## CLASS SCHEDULE

This is an outline of our planned schedule. This schedule is subject to change.

Week 1 – January 11

Course Introduction. Dreaming of Television

**Reading:**

- *Tube of Plenty*: Forebears pp. 1-24

Week 2 – January 18

The Birth of Television

**Reading:**

- *Tube of Plenty*: Toddler and Plastic Years, pp. 27-148

Week 3 – January 25

Early Years of Television

**Reading:**

- *Tube of Plenty*: Toddler and Plastic Years, pp. 27-148

Week 4 – February 1

TV Anthology Series

**Reading:**

- *Tube of Plenty*: Prime, pp. 150-340

Week 5 – February 8

The McCarthy Era

**Reading:**

- *Tube of Plenty*: Prime, pp. 150-340

Week 6 – February 15

Quiz Show Scandals

**Reading:**

- *Tube of Plenty*: Elder, pp. 343-490

Week 7 – February 22  
The Kennedy Years

**Reading:**

- *Tube of Plenty*: pp. 3-490

Week 8 – February 29  
The Sixties

**Reading:**

- *Tube of Plenty*: pp. 3-490

Week 9 – March 7  
Midterm Exam

SPRING BREAK • MARCH 14-21 • NO CLASSES

Week 10 – March 21  
Media Research  
Groups 1-2 Present Content Plan

**Reading:**

- TBD

Week 11 – March 28  
Legal & Ethical Considerations  
Groups 3-4 Present Content Plan

**Reading:**

- TBD

Week 12 – April 4  
Television & Social Media  
Groups 5-6 Present Content Plan

**Reading:**

- TBD

Week 13 – April 11  
On-Demand and Time-Shift Programming  
Groups 7-8 Present Content Plan  
**King Tide Day Flooding Report DUE**

**Reading:**

- TBD

Week 14 – April 18

TBD

Groups 9-10 Present Content Plan

**Magazine Article DUE**

**Reading:**

- TBD

Week 15 – April 25

Final Exam Review

Groups 11-12 Present Content Plan

**Reading:**

- TBD

FINAL EXAM – Tuesday, May 3 • 12pm-2pm • Hubert Library 160

GRID FOR RTV3007 – Spring 2016

<b>WEEK</b>	<b>CLASS TOPIC</b>	<b>READING</b>
<b>1/11</b>	Course Introduction. Dreaming of Television	<i>Tube of Plenty</i> : Forebears pp. 1-24
<b>1/18</b>	The Birth of Television	<i>Tube of Plenty</i> : Toddler and Plastic Years, pp. 27-148
<b>1/25</b>	Early Years of Television	<i>Tube of Plenty</i> : Toddler and Plastic Years, pp. 27-148
<b>2/1</b>	TV Anthology Series	<i>Tube of Plenty</i> : Prime, pp. 150-340
<b>2/8</b>	The McCarthy Era	<i>Tube of Plenty</i> : Prime, pp. 150-340
<b>2/15</b>	The Quiz Show Scandals	<i>Tube of Plenty</i> : Elder, pp. 343-490
<b>2/22</b>	The Kennedy Years	<i>Tube of Plenty</i> : Elder, pp. 343-490
<b>2/29</b>	The Sixties	<i>Tube of Plenty</i> : Elder, pp. 343-490
<b>3/7</b>	Midterm Review and Midterm Exam	<i>Tube of Plenty</i> : pp. 3-490
<b>SPRING BREAK • MARCH 14-21 • NO CLASS</b>		
<b>3/22</b>	Media Research Groups 1-2 Present Content Plan	TBD
<b>3/28</b>	Legal & Ethical Considerations Groups 3-4 Present Content Plan	TBD
<b>4/4</b>	Television and Social Media Groups 5-6 Present Content Plan	TBD
<b>4/11</b>	On-Demand and Time-Delay Programming Groups 7-8 Present Content Plan <b>King Tide Day Report DUE</b>	TBD
<b>4/18</b>	TBD <b>Magazine Article DUE</b>	TBD



	Groups 9-10 Present Content Plan	
<b>4/25</b>	Final Exam Review Groups 11-12 Present Content Plan	TBD

FINAL EXAM – Tuesday, May 3, 12pm-2pm, Hubert Library 160