

Henry Ford Community College
TCM 131- Introduction to Telecommunications

henryford.ucompass.com

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CATALOG DESCRIPTION

A survey course investigating the various electronic communication media, as well as the print media, from historical, economic, and social viewpoints

MEASURABLE COURSE OBJECTIVES

Upon completion of the course students should be able to:

1. Describe the role of media in the changing political and cultural dynamics on the global stage.
2. Explain the history of how print and electronic communication technologies originated and developed into what they are today.
3. Delineate the variety of relationships between the media and their audiences.
4. Explain the ongoing government regulation of the U.S. media, as well as the constitutional principles that guide it.
5. Analyze the ethical and philosophical issues that arise in media culture, and understand the range of viewpoints regarding each issue.
6. Explain the behind-the-scenes operations and decision-making processes of the major telecommunication industries.
7. Develop a realistic worldview based on an appropriate plan for media use.

REQUIRED READING, ACTIVITIES, AND MATERIALS

1. Baran, S. J. *Introduction to Mass Communication: Media Literacy and Culture*. 5th. ed. New York: McGraw-Hill, 2008. This text is accompanied by a DVD-ROM containing course-related material and activities.
2. Your text is supported by an interactive website (<http://www.mhhe.com/baran5>). It provides supporting material, sample test questions, practice exams, and other useful material.
3. There will be weekly text reading and in-class exercises in addition to the midterm and final exams. You are responsible for the completion and timely submission of them all.

COURSE REQUIREMENTS

Technical Requirements

You must have access to:

- A PC computer system with a minimum 65 megabytes RAM and a color monitor.

- Macintosh equivalents would be: OS 9.1 or higher, Office 98 for Mac or higher
- A CD-ROM or CD/DVD
- Microsoft Windows 98 or Higher, XP or Windows NT.
- A word processing application (i.e. MS Word, WordPerfect)
- Web Browser: Internet Explorer 5.0+ or Netscape Navigator 4.7+
- A 56k or higher modem, DSL or cable modem
- An Internet Service Provider (ISP) and personal e-mail account

Visit <http://henryford.ucompass.com>, and click “**Computer Requirements**” to identify the components of your computer and determine its readiness. This page also provides links for the latest upgrades.

Reading and Participation

1. Read all the assigned material BEFORE you participate in class, and be prepared to discuss it in the Discussion Board assignments. **It is important that you ask questions on topics that are unclear to you.**
2. There will be weekly participation exercises. You must participate in these media literacy exercises in a timely manner.
3. Each week spend time reviewing the assigned readings and your notes. This takes very little time, and it will assist you in learning more efficiently so you won't have to cram for the exams.
4. Engage your fellow students and your instructor both in and out of class. Students learn more from active engagement than from passive behavior. Feel free to use the course email system to communicate with classmates.
5. **ALWAYS** make a copy of your course work for yourself (or keep a copy on your computer) in case the original is lost or misplaced. Keep all your work on file until you have received the final grade for the course.

Exams

There will be a midterm and a final exam in this course.

General Class Guidelines

1. All students should be familiar with our HFCC's policies on academic dishonesty. “Just say no” to cheating and plagiarizing (that is, presenting someone else's ideas as your own). Visit <https://dvc.hfcc.net/policy/aup.htm> to review the policies.
 2. Our department reaffirms its commitment to the differential grading scale as defined in the official college catalogue (“The Grading System”). Grades issued must represent a full range of student performance: A = excellent; B = above average; C = average; D = below average; E = failure.
 3. Late assignments will not be accepted. Please do not ask (or expect) extensions on deadlines unless there are extenuating circumstances and you have made arrangements in advance.
 4. Please do not miss a scheduled quiz or exam. It will take an official medical excuse or other objective verification for you to be granted the luxury of a makeup. Makeup exams must be officially scheduled.
 5. You might find that this course requires a lot of work and, more specifically, a lot of reading. Please decide early whether the course will meet your needs for this semester. If it won't, please withdraw.
 6. A grade of “I” (incomplete) cannot be issued unless arrangements have been made with your instructor before the last day of class. In addition, don't expect a “W” (withdrawal) or
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“DR” (drop) if you disappear from school. They won’t do it. Instead, you will get a grade of “E” for the course. No exceptions. So if you must leave, please drop the course officially through the admissions and records office. Students can officially withdraw from a class by seeing an HFCC counselor and requesting a grade of “DR” (drop) anytime in the first 10 weeks of a 15 week course. After 10 weeks, the instructor has the option of recording the final grade of “DR” or “E” for the student.

7. Finally, you should never, ever, have questions or doubts about what you should be doing and learning in this class. It is your responsibility to go to your instructor with comments and/or questions.

Grading

You may earn a maximum total of 300 points in this course.

A	B	C	D	E
300-262	261-224	223-186	185-148	147-below

You will be graded on the following:

1. Completion of weekly Worksheets (max. 10 points each x 13 worksheets)
2. Participation in weekly Discussion Board postings (max. 5 points each x 14 discussion boards)
3. Two Exams: Midterm & Final; (50 points each)

Course Schedule Course Schedule

Week	Topic	Reading
1	Introduction to the course; Getting Started Mass Communication, Culture, and Media Literacy	Syllabus Chapter 1
2	The Evolving Mass Communication Process	Chapter 2
3	Books	Chapter 3
4	Newspapers	Chapter 4
5	Magazines	Chapter 5
6	Film	Chapter 6
7	Midterm Exam	Midterm Exam
8	Radio, Recording, and Popular Music	Chapter 7
9	Television, Cable, and Mobile Video	Chapter 8
10	Videogames	Chapter 9
11	The Internet and the World Wide Web: Changing the Paradigm	Chapter 10
12	Public Relations and Advertising	Chapters 11 & 12
13	Theories and Effects of Mass Communication	Chapter 13
14	Media Freedom, Regulation, and Ethics	Chapter 14
15	Global Media	Chapter 15
16	Final Exam	Final Exam

Assignments and Deadlines

Weekly assignment packets will be available every Sunday at midnight. Each packet is due on the Monday of the following week at 9:00AM. Late assignments will not be accepted unless there are extreme extenuating circumstances. In such cases you are to contact the instructor immediately.

WHERE TO GO FOR TECHNICAL HELP

For help with Ucompass contact HFCC's Office of Instructional Technology

Phone: 313-845-9663, ext. 4 or 5.

Email: support@henryford.ucompass.com

Additional Email contacts:

kolin@hfcc.edu

signorelli@hfcc.edu

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