COURSE DESCRIPTION
This course is designed to provide students with an overview of the development, regulation, economics, social impact and industry practices in broadcasting and cable communications. The course includes the study of non-broadcast television, new technologies, and communications systems.

LEARNING OUTCOMES
Upon successful completion of this course, students will be able to:

1. Analyze the economic impact of the Radio/Television industry.
2. Evaluate the social effects of broadcast media on society.
3. Recognize the regulatory ramifications of the broadcast outlets.
4. Explore the infrastructure of non-commercial broadcast outlets.
5. Apply communications theory to the overall radio/television environment.

REQUIRED TEXTS AND MATERIALS (Text may vary)
Principles if Electronic Media; Davie/Upshaw; Allyn and Bacon Publishers; 2003.

STUDENT CONTRIBUTIONS AND COURSE POLICIES

Class activities and assignments:
1. Calibration of film exposure and development.
2. Fiber base print with accurate tonality.
3. Viewpoint /Abstraction / Theme and Variation critique of four prints.
4. Homage to a chosen photographer with four prints, samples & biographical report.
5. Non-traditional techniques.
7. Student show pieces matted for exhibition.
8. Portfolio of ten matted pieces.
Course Goals/Objectives

1. Analyze the economic impact of the Radio/Television industry.
2. Evaluate the social effects of broadcast media on society.
3. Recognize the regulatory ramifications of the broadcast outlets.
4. Explore the infrastructure of non-commercial broadcast outlets.
5. Apply communications theory to the overall radio/television environment.

EVALUATION OF STUDENTS

The semester grade will be determined on a weighted average of the exam and project grades based on the following proportions: Term Paper - 20%; exams - 45%; final exam - 15%; class activities - 5%.

DROP / WITHDRAWAL

The student is responsible for initiating a drop or withdrawal, not the instructor.

Withdrawal from course: The instructor is not able to withdraw a student from the course after the census date. A student wishing to withdraw must fill out the withdrawal form (Links to an external site) online.

2018-2019 WITHDRAWAL DATES

<table>
<thead>
<tr>
<th>Term</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>November 16</td>
</tr>
<tr>
<td>Fall First 8-Week Session</td>
<td>October 5</td>
</tr>
<tr>
<td>Fall Second 8-Week Session</td>
<td>November 30</td>
</tr>
<tr>
<td>December Mini-Semester</td>
<td>December 28</td>
</tr>
<tr>
<td>Spring</td>
<td>April 12</td>
</tr>
<tr>
<td>Spring First 8-Week Session</td>
<td>February 22</td>
</tr>
<tr>
<td>Spring Second 8-Week Session</td>
<td>April 26</td>
</tr>
<tr>
<td>May Mini-Semester</td>
<td>May 23</td>
</tr>
<tr>
<td>Summer I</td>
<td>June 27</td>
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<tr>
<td>Summer II</td>
<td>August 6</td>
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</tbody>
</table>

ACADEMIC RESEARCH

For Research information, tutorials, library information, web links and more, access the Distance Learning Webpage for the Midland College Fasken Learning Resource Center (Links to an external site).

Academic Database Access
EBSCO (Links to an external site)
User name: mc72cc
Password: mc#chaps1mc

For the Gale Database use this username/password combination:
User name: txshracd2528
Password: chaps

TECHNICAL SUPPORT

If you experience technical difficulties with Canvas, click the Help link at the bottom of the Canvas login page (Links to an external site), or in the top-right green toolbar from any page within Canvas, select Report a Problem, provide details, and submit the ticket. Your request will automatically be sent to the Midland College information technology support center. Check your email for support updates.

FREE ACCESS TO MICROSOFT 365

All Midland College students have a free Microsoft Office 365 account via the Midland College website https://www.midland.edu/audiences/current-students/office365.php. Students should go to that website for instructions for accessing their account to create Word, Excel, and other Microsoft documents.

INSTITUTIONAL ACCESSIBILITY STATEMENT

ADA Statement-- The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow the full participation of students with disabilities in the same programs and activities available to nondisabled students.

Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must place documentation on file with the Counselor/Disability Specialist. Students with disabilities should notify Midland College prior to the beginning of each semester. Student Services will provide
each student with a letter outlining any reasonable accommodations. The student must present the letter to the instructor at the beginning of the semester.

Phone, Midland College Special Needs Counselor: 432-685-5598
Midland College Disability Services (Links to an external site)
Microsoft Accessibility (Links to an external site)
Canvas Accessibility (Links to an external site)
Turnitin Accessibility (Links to an external site)
Adobe Reader Accessibility (Links to an external site)
Google Reader Accessibility (Links to an external site)

ACADEMIC SUPPORT SERVICES

Academics and Student Services (Links to an external site)

Phone, Midland College Testing Center: 432-685-4735

Phone, LanguageHub, Midland College On-Campus Writing Center: 432-685-4811, 182 TC
Language Hub Online (available to all students in Canvas)

STUDENT RIGHTS AND RESPONSIBILITIES AND DUE PROCESS
Midland College Student Rights and Responsibilities (Links to an external site)

PRIVACY POLICIES
The below privacy policies apply to this course, as they are applicable to your conduct on this online platform.

Midland College Website Privacy Policy (Links to an external site)
Canvas Privacy Policy (Links to an external site)
YouTube Privacy Policy (Links to an external site)
Canvas Student Guide (Links to an external site)
Turnitin Privacy Policy (Links to an external site)
Instructor Information:

- Instructor Name:
- Email:
- Office Location:
- Office Phone:
- Office Hours:
- Fine Arts and Communications Division Dean: Dr. William Feeler
- Secretary: Ms. Lula Lee
- Division Office: 141 AFA
- Phone: 432/685-4624
- Division Office hours: 8-5, M-F

NON-DISCRIMINATION STATEMENT

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individuals have been designated to handle inquiries regarding the non-discrimination policies:

**Tana Baker**
Title IX Coordinator/Compliance Officer
3600 N. Garfield, SSC 242
Midland, Texas 79705
(432) 685-4781
tbaker@midland.edu

Or

**Natasha Morgan**
Human Resources/Payroll Director
3600 N. Garfield, PAD 104
Midland, Texas 79705
(432) 685-4534
nmorgan@midland.edu

For more information on notice of non-discrimination, visit the Office of Civil Rights website for the address and phone number of the office that serves your area, or call 1-800-421-3481.

UPDATED AUGUST 2018