School of Media and Communication  
Department of Media Studies and Production  
Temple University - General Education in Arts (GA) Requirement  

MSP - 821 - 002  
The Future of Your TV  
FALL 2013

Instructor: Kristine Weatherston  
Office: Annenberg Hall, 203B  
Phone: 215-204-1729  
Email: tue86730@temple.edu  
Office Hours: Wednesdays: Noon – 4 pm, or M/F by appointment only

Teaching Assistant:  
Rose Howarter: tue85129@temple.edu  
Chen Zhen: chen.zeng@temple.edu

Class Meetings: Tuesdays and Thursdays, 9:30 – 10:50 AM, Tuttelman 101

Course Description:  
What is the future of your TV? What kind of programming and telecom changes will the future bring? How are the television experience, the relationship between broadcasters and viewers, and technology changing? How has technology like YouTube, social media, streaming, TiVo, and other digital delivery systems affected TV viewing, delivery, production and content? Television is not going away, but how, where and when we interact with TV has changed and continues to evolve. In a large lecture you will learn about the history, trends and contemporary issues concerning these changes; in groups, you will take the driver’s seat as critical thinkers and creators of content. Successful fulfillment of your assignments will require careful analysis of readings, lectures, and interaction with your team members and the course material.

Course Objectives:  
Upon completion of the course, students will:
- Understand the technological origins, cultural and political impact, and ongoing evolution of TV;
- Be knowledgeable in basic terminology associated with television, cable and media;
- Recognize formal elements of moving images and visual literacy;
- Exhibit knowledge of the basics of the content production process and models;
- Demonstrate a basic technical ability and understanding of creating audio/visual messages (shoot and edit video and audio, upload for web, create dynamic multimedia presentations, etc);
- Critically evaluate emerging technological, business, and programming challenges and solutions for converged media;
- Recognize how television can be used to enhance critical thinking.

Course Goals:  
Through the introduction to the social, political, economic and technological issues affecting TV as well as the execution of the planning and production of a digital media project, this course enables students to gain a deeper appreciation for television’s future within the changing media landscape.
**Required Texts:**
There is no required textbook for this class, **but there are required readings.** See the reading assignments under “Homework” in the Course Schedule below. All readings will be linked on BB and/or through the Temple library system under CONTENT - COURSE READINGS - WEEK (1, 2, 3, etc). Students are expected to finish all assigned readings prior to the next class and should be ready to participate in discussions, quizzes and exams.

**Syllabus:**
This syllabus is the roadmap for this course and serves as a contract between you (the student), the TAs, Instructor and the University. The syllabus defines a student’s responsibilities, details of grades, deadlines, and the course schedule. All efforts will be made to follow the syllabus closely and the Instructor reserves the right to alter the syllabus and will announce any changes in the Announcements section of Blackboard as well as in class.

**Contacting Us:**
- **Office Hours:** The instructor is available to meet with students without appointment during office hours or by appointment outside of office hours. **TA’s are available to meet with students by appointment only.**

- **Email:** The Instructor and TA’s will respond to emails during business hours only. While we will make every attempt to contact you within a reasonable amount of time, a student must allow 2 business days for response to email. For example, if a student emails the Instructor/TA on Friday night, the student may not receive an email response until Monday. When you email us, please put “MSP-821-002” and your name in the subject line and CC your Instructor at all times. **Email with the Instructor or a TA is formal communication and should reflect professional standards.** Email messages containing inappropriate language or tone will be ignored, as will emails that do not contain a subject line. Keep emails succinct (aim for 5 sentences or less), begin with a greeting, and end with a “thank you” or other appropriate close. Everyone appreciates “netiquette.”

**Course Blackboard: (BB)**
Course documents and announcements will be available on the MSP - 821 - 002 - The Future of Your TV – Fall 2013 Blackboard site. All students registered for this class are automatically enrolled in Blackboard (BB) through the TUPortal. Please review the syllabus and BB first before sending an inquiry email to us -- most of your questions can be answered by reviewing the material on BB and the syllabus.

**Grading and Assignments:**
This course operates on a 100-point scale with percentages as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>63-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-62</td>
</tr>
<tr>
<td>F</td>
<td>59% and below</td>
</tr>
</tbody>
</table>

Grading Scale:

2 – Weatherston, MSP 821, Fall 2013
Grading Criteria:
A = an earned grade that represents outstanding and exceptional work
B = an earned grade indicating competent, above average work
C = an earned grade for work that is average and/or merely fulfills the basics of the assignment and lacks some important connection to the course material
D = an earned grade given to work that does not fulfill the conditions of the assignment and lacks connection with the course material in multiple ways
F = an earned failing grade for late work, poorly executed work, plagiarism or other failure to adhere to the requirements of academic integrity.

Attendance: Regular attendance is required and expected as a sign of your intellectual curiosity and commitment to the learning process. Attendance will be taken daily in class, and you are responsible for signing the attendance sheet. If your initials are not marked on the attendance sheet, you will be counted absent. Sleeping, leaving early, or violating the Professional Conduct Policy (#2 below) as observed by the Instructor or a TA will result in a full or half-absence. Students will be excused from attendance to participate in an official Temple activity or to observe religious holidays. In the instance of excused absences, the student must notify the instructor in advance of any conflicts in the schedule, and assignments must be completed prior to the anticipated absence. In the event of an unforeseen emergency, it is your responsibility to contact the instructor promptly and to supply adequate documentation. If a student misses a class, the student is responsible for any information missed. The attendance sign-in sheet will be available 10 minutes in to the class. A student will not be able to sign-in for full attendance if they are more than 10 minutes tardy. You must sign-out if you leave class early.

***You are allowed TWO absences in this course. Use them wisely. They are not “free” days. There may be unannounced pop quizzes or in-class work that cannot be made up.

Attendance is worth 10% of your final course grade and breaks down as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>10/10</td>
</tr>
<tr>
<td>3-4</td>
<td>9-8/10</td>
</tr>
<tr>
<td>5-6</td>
<td>7-6/10</td>
</tr>
<tr>
<td>7+</td>
<td>0/10</td>
</tr>
</tbody>
</table>

IMPORTANT ATTENDANCE NOTE: 2 TARDIES = 1 ABSENCE. Please be on time, as you would for an employer.

COURSE RULES AND POLICIES:
I believe you are here to learn. These policies are designed to help everyone get the most out of the class. Please familiarize yourself with these policies.

1) Group/Team Work: You will participate in ONE group/team in this class over the course of TWO Projects:
   A. Project 1: Team Discussion of Articles/Media
   B. Project 2A and 2B: Team Blog & Pitch and Final Media Presentation/Production
   C. ***Group work gives you an excellent opportunity to exchange knowledge with your peers, which is one of the best ways to learn. Collaboration with different people, negotiating ideas, communicating effectively, actively engaging with others and strategically planning a project is part of the workplace and daily life. Teamwork and team projects are a structural part of this course. If you do not enjoy working in groups, then I suggest you do not take this course. All Teams MUST list each individual contribution of each team member for every assignment.***
2) **Professional Student Behavior:** Students are expected to conduct themselves professionally in class and with their teams. This includes attending class, punctuality, maintaining formal and respectful demeanor in all communication with the Instructor, TAs, and classmates and observing proper classroom protocol. Do not engage in on-side conversations during class, this is disruptive for everyone.

3) **Electronic Devices:** NO PHONES, MP3 PLAYERS, LAPTOPS. KINDLES or OTHER NOISE/LIGHT MAKING DEVICES ALLOWED IN CLASS. Do not check your Facebook, text, IM, or any other distracting practices during class. It is rude and disrespectful to all and we can see you. Students found engaging in any of these activities during our very short class sessions will be asked to leave and will lose half or full attendance for the day. (See attendance policy above)

4) **Seating Chart:** The Instructor reserves the right to enforce a seating chart and/or assigned seat arrangements at any time during the course.

5) **Computer Use/In-Class Notes:** If a student needs to use a device for taking notes in class, please discuss this with the instructor. All students using electronic devices for notes are required to sit in the back of the classroom so as to not disrupt the rest of the class with typing, lights, etc.

6) **Conduct Code:** Individuals enrolled in this course are expected to conduct themselves in a civil and respectful manner, both toward their instructor and fellow students. In accordance with Temple’s Student Conduct Code (Policy Number: 03.70.12), acts of misconduct for which students are subject to discipline include, but are not limited to, intentional interference with or disruption of class as well as behavior or conduct which poses a threat to the mental, emotional, or physical well being of self or others. Non-compliance, interference or resistance to this code is considered actionable when a student fails to comply with a reasonable verbal or written instruction or direction given by a University employee (e.g. instructor, teaching assistant or staff member). In such cases of violation, it is the University employee’s right and responsibly to seek out the appropriate sanctions (e.g. suspension, separation, probation, enrollment restrictions, or expulsion from the University) pursuant to the conduct code policy.

7) **Submission of Assignments and Deadlines:** LATE WORK WILL NOT BE ACCEPTED. It is solely the student’s responsibility to turn in assignments on time. All assignments must be posted on BB in the proper blog location and/or presented in class the day they are due. Assignment due dates are non-negotiable, unless under extreme and documented circumstances. A computer crash or other technological malfunction does not count as an extreme circumstance. Plan ahead, back-up files. If you choose to wait until the last minute to upload assignments to BB, this is a risk you and your team accept.

8) **Written Assignment Format:** Everything submitted for this class must be emailed/uploaded through BB as an attachment/link and in the appropriate blog/discussion forum. All work must be typed, using a common font (such as Helvetica or Times New Roman), 12-Point font size, double-spaced with 1-inch margins on all sides. Spelling, grammar, punctuation and neatness count; be sure to proofread, which includes the helpful practice of reading all your work out loud (one of the most effective ways to catch a mistake). Take time to edit your work and share with your peers. TAs are not here to edit or critique student work. If you require help with written assignments, utilize the Writing Center's services: [http://www.temple.edu/writingctr](http://www.temple.edu/writingctr).

9) **Citations:** Cite ALL your sources in text and include a reference/work cited page following APA or MLA style guides. You will be marked down, and in many cases charged with plagiarism, for not citing sources. For assistance, refer to [http://www.temple.edu/writingctr/support-for-writers/handouts.asp](http://www.temple.edu/writingctr/support-for-writers/handouts.asp) or [http://owl.english.purdue.edu/owl/resource/747/01/](http://owl.english.purdue.edu/owl/resource/747/01/)

10) **Make-Up Exams:** There are two exams in this course, each worth 15% of your grade. The same policy for late work (above) applies to exams. Only extreme and documented circumstances constitute a make-up exam. If the student misses an exam with legitimate circumstances, the exam must be re-scheduled with your assigned TA within one week of the original date. In-class Pop-quizzes cannot be made up.

11) **Grade Disputes:** If a student has a question about a grade, it is the student’s responsibility to meet with the Instructor during office hours within one week of the grade in question. **We will not discuss grades in class or over email.** After an initial meeting with the Instructor, any further grade dispute
must then be submitted in writing to the Instructor within **one week** of the meeting. The submitted dispute should fully delineate any reasons the student believes another grade is warranted. Any supporting materials, such as a hard copy of the assignment, should be attached to the submitted dispute. Disputing a grade is not a guarantee that the grade will be changed and a grade may be lowered upon review by the Instructor. **Grade disputes cannot be addressed to TAs.**

12) **Audience:** Every effort must be made to be sensitive with regard to language and the representation of different cultures, race, political and religious views, disabilities, age, ethnic orientation, military status, gender and sexual orientation. Be bold, daring, inventive, controversial -- while always remaining respectful to the diversity of your audience. Failure to follow Temple University guidelines concerning diversity may constitute grounds for failure of any assignment. See http://www.temple.edu/eoc/documents/EOAAPolicy.pdf

13) **Fair Use:** Source material for any project may include copyrighted material for educational purposes BUT you MUST cite all your sources. This is called “Fair Use” under the US 1976 Copyright Act. Any work may not be copied in its entirety and the extent of use varies on the form - video, text, audio, etc. For more information see http://www.copyright.gov/fls/fl102.html

14) **Academic Integrity/Academic Freedom Policy:** Freedom to teach and freedom to learn are inseparable facets of academic freedom. Our University has adopted a policy on Student and Faculty Academic Rights and Responsibilities (Policy #03.70.02). All students are expected to read and observe Temple University’s Honor Code Policy concerning academic integrity. Any form of dishonesty is unacceptable. **This includes plagiarism, cheating and the falsification of data. You may not submit work for this course that you have or are also submitting for another course.** More information regarding the rights and responsibilities of students is available at http://www.temple.edu/bulletin/responsibilities_rights/rights/rights.shtm

15) **Disability Policy:** This course is open to all students who meet the academic requirements for participation. Any student who has a need for accommodation based on the impact of a disability should contact the Instructor privately to discuss the specific situation as soon as possible. For any concerns, contact Disability Resources and Services at 215-204-1280 at Ritter Annex or via web at http://www.temple.edu/studentaffairs/disability/

16) **Extra Credit Policy:** The Instructor will announce and post extra credit opportunities in class and on BB. Students must submit a 1 -2 page write-up of TV/Media related Temple events only. Links/information about these events will be posted by the instructor on BB and must be attended and reviewed to receive credit. Amount of credit earned varies depending on the quality of the submitted write-up. Spelling, grammar, punctuation and clear presentation count towards EC points. Per the School of Media and Communication Extra Credit Policy, these extra credit opportunities are available for all students. The Instructor will not assign or offer other forms of extra credit to individual students, so please do not ask.

17) **FERPA:** The discussion of earned grades via email is strictly prohibited by FERPA law. If a student has questions about any grades, the student must meet with the Instructor during office hours or by appointment. The Instructor will not discuss personal grades via email, but please feel free to ask general questions concerning assignments, rubrics, course materials/content and team work via email. All questions and email queries are considered confidential between Instructor and Student.

18) **Study Guide/Course Materials Policy:** The Instructor will post copies of each PowerPoint and links to videos screened in class after each class session in the assigned weekly course materials folder on BB. The Instructor will post a study guide at least **ONE WEEK** prior to each exam. All materials will be available on BB.

19) **Final Grades:** If you have a question about your final exam or total course grade, you must contact Professor Weatherston within 24 hours for a meeting once the grade has posted on Blackboard. It is solely the student’s responsibility to monitor their grades. After December 14, all grades are final; this is the date the grades will be totaled and submitted to Banner.
Course Schedule (subject to change - See Announcements on BB and in class)

Week 1: 8/27 & 8/29
8/27: Introduction to Course/Syllabus
8/29: Lecture: History of TV, Definitions and Key Terms

Homework: Week 1 Readings

Week 2: 9/3 & 9/5
9/3: Lecture: Visual Structure of the Image
9/5: Lecture: Technology and Audiences of the Future; -- Team Exercise for Class Projects, Assign Project 1

Homework: Week 2 Readings, Meet with your groups for Project 1.

Week 3: 9/10 & 9/12
9/10: Lecture: Genre and Issues in Reality TV
9/12: Lecture: Social TV and In-Class Discussion, Team Meetings for Project 1

Homework: Week 3 Readings

Week 4: 9/17 & 9/19
9/17: Lecture: Convergence and Media Ownership
9/19: Lecture: Programming and the rise of VOD/HULU/NETFLIX

Homework: Week 4 Readings; All Teams Post Project 1 to BB Blog by 8 AM on 9/24

Week 5: 9/24 & 9/26 TEAM PRESENTATIONS – PROJECT 1
DUE: Project 1 on BB/Blog BY 8 AM on 9/24
9/24: Teams 1 – 5 present Project 1
9/26: Teams 6 – 10 present Project 1

Week 6: 10/1 & 10/3 – TEAM PRESENTATIONS – PROJECT 1
10/1: Teams 11 – 15 present Project 1
10/3: Teams 16 – 20 present Project 1

Homework: Readings Week 6.

Week 7: 10/8 & 10/10
10/8: Lecture: Advertising and Economics of TV; Assign Project 2A
10/10: Lecture: Modes of Representation in TV

Homework: Assignment 2A: All Groups work on Pitches for Project 2A, DUE 10/22 on BB, 8 AM. Study for Midterm

Week 8: 10/15 & 10/17 – MIDTERM EXAM WEEK
10/15: MIDTERM REVIEW; Meet With Your Teams for Project 2A and B
10/17: MIDTERM EXAM. Meet with TA's/Instructor about Pitch Ideas (optional)

Homework: Week 8 Readings. Work on Project 2A with your Team. PROJECT 2A DUE ON BLOG, 10/22 BY 8 AM.

6 – Weatherston, MSP 821, Fall 2013
Week 9: 10/22 & 10/24: Project 2A TEAM PRESENTATIONS  
DUE: 10/22 (8 AM) on Blackboard: Project 2A ALL TEAMS  
10/22: PROJECT 2A – TEAMS 1 - 7  
10/24: PROJECT 2A – TEAMS 8 - 14  

Week 10: 10/29 & 10/31 - Project 2A TEAM PRESENTATIONS and Lecture  
10/29: PROJECT 2A – TEAMS 15 - 20  
10/31: Lecture: Politics and Globalization in Television and Media  

Homework: PROJECT 2B – Bring a device to class next week!  

Week 11: 11/5 & 11/7 – BRING A CAMERA, OR ANY DEVICE WITH A CAMERA!!!  
11/5: Lecture: Technology and Production Pt. 1 – Shooting Great Video  
11/7: Lecture: Technology and Production Pt. 2 – Shooting Great Video  

Homework: Week 12 Readings  

Week 12: 11/12 & 11/14  
11/12: Lecture: Current Events, New Programming Trends, and Class Discussion: Siberia  
11/14: In-Class -- Project 2B Production/Meeting Day; Lecture Catch-Up Day  

Homework: Week 12 Readings. PROJECT 2B DUE ON BB BY 4/18 AT 1 PM.  

11/19: Final Lecture: Synergy – What is the Future of TV?  
11/21: PROJECT 2B – TEAMS 1 - 7  

Week 14: 11/26 Project 2B DUE on Blog by 8 AM  
11/26: PROJECT 2B – TEAMS 8 - 14  

THANKSGIVING BREAK  

Week 15: 12/3 & 12/5 - PROJECT 2B TEAM PRESENTATIONS  
12/3: PROJECT 2B – TEAMS 15 – 20; Brief Final Exam Review  
12/5: UNIVERSITY STUDY DAY – NO CLASS MEETING  

Homework: Study for Final Exam  

Week 16: FINAL EXAM – See the University Final Exam Schedule – Final Time Will Be Announced in Class and Posted on BB.