

**Instructor.** Dr. Fred Owens. Bliss #2010. Hours are 10 - 12, MW. Usually available for walk-ins; always by phone (941-1855, voicemail) and email ( [fowens@ysu.edu](mailto:fowens@ysu.edu) ). See the schedule on the web page, here:

**Instructor's (course) web page:** <http://people.ysu.edu/~fowens>

**Lab:** We might take some tours of technology-intensive locations: studios, labs, radio stations, and so on. This depends on a graduate assistant being available for us. While you will not be expected to demonstrate operational proficiency of the technologies you will be shown, you will be expected to have a "walking/talking understanding" of them.

Your lab instructor will be an advanced student in Telecommunication Studies.; he/she will share an email and phone contact.

Materials for you to study will be online as tutorials, videos, product manuals, trade articles, podcasts and web sites.

In libraries you'll find basic books about technology as well as a range of encyclopedia. .

Printed books have the advantage of being contained between the front and back covers. Hypertext documents are different because they can link you to an unlimited number of other web-based materials. One of your challenges will be to learn how far to go beyond a particular site reference. Go to the specific directory to which you are linked, but do not link to other sites beyond that directory unless specifically assigned.

YSU has subscribed to the entire instructional video library of **Lynda.com**. We will explore this resource during the term. To access it, go to your YSU portal and look for it under "e-Services for Students."

**Pre-Telecommunication Studies Majors:** Concepts and issues addressed in this course recur, so you should retain class notes. After completing, **but not while taking**, this course, Tcom 1580/1570 (Introduction) and English 1550 (Writing I) with grades of at least "B" or "A" in all three, then you may enroll in Tcom 2682 (Scriptwriting) and/or Tcom 2683 (Operations and Performance).

New freshmen and qualified transfer students who are admitted to Youngstown State University are assigned to the Pre-Telecommunication category. (Transfer students must have a minimum grade point average of 2.00 to qualify for Pre-Telecommunication.) Pre-Telecom students may advance to the Telecommunication Studies major after they have completed (a) a minimum of 15 SH while in Pre-Telecom, and (b) the Tcom 1580, 1581 and English 1550 courses with grades of B or higher in **all**.

Do not take advanced courses without having first completed their prerequisites because prerequisite **courses taken out of order will not count toward your degree**.

**Purposes of the Course.** Anyone who claims to have developed expertise in the media knows the basics of how the media work. That's why you should think of this course as **an introduction to media technology for the non-engineering professional**. It doesn't matter that you might see yourself in the future as a sales executive or a lawyer or a teacher - knowing about the media means knowing about the technology. Actually, because each of our lives is affected directly by these technologies, you owe it to yourself to understand them. You have done satisfactory work in high school algebra and physics, and you remember the general principles. Right? Some assignments will be at the high school level, so these should involve a very simple review for you.

We aim **first** to review the basic principles of electricity and magnetism as they relate to electronic media. We will consider how they are produced, how they are manifest in electrical circuits, how they are used in everyday applications and, most importantly, how they are used in communication electronics. **Second**, we will review the technologies and technology systems -- as categories, such as "microphones" -- now in use in the electronic media industries. Our **third** aim is to enable you to study the key pieces of equipment which are normally found in a communication system, whether audio/radio, video/television, or computer/network -- such as the EV-635A microphone. This information will come mainly from product user manuals and manufacturer's websites as well as from hands-on study of the equipment itself.

We also will zero in on how content (media streams or files) is created for live radio and TV broadcasts of sporting events. This is in preparation for you to choose the new program in **Sports Broadcasting**.

Excluded from the course will be formal study of studio operations and the production process. The idea is to get you ready to learn how to set up and use the gear, which is taught mainly in Tcom 2683. We will explore **what** the technologies are as well as **how** and **why** they work. But ... **you are invited to join our production teams**. Those are the hands-on companion to production courses. You should find that understanding the technologies which you will later command will expand your knowledge, test your learning skill, and enhance your capacity to function in this discipline.

Of course, you can - *and should!* - volunteer to help out in the audio labs, in the TV Studio, or at any local radio or TV station. The opportunities for hands-on experience with technology are everywhere, and they await your initiative.

**Grading.** Course content divides up nicely into thirds:

Exam #1 ("Broadcasting Basics" and Readings, Part 1)	30%
Exam #2 ("Studios, Production and Playout" and Readings, Part 2)	30%
Exam #3 ("Transmission Standards and Systems" and Readings, Part 3)	30%
Attendance and Participation	10%

Exam items will probably be "objective" format (such as multiple-choice). A constant (k) will be added to all scores initially above 50%, producing at least one high A, within reason. "Attendance and participation" will be relatively less important in terms of final grades. [Historically, doing well is positively correlated to class attendance, and doing poorly is negatively correlated to class attendance.] We use the "adult-centered" learning model, in

which *it's up to you to manage your progress*.

**Missed Exams, Assignments.** Again, it's up to you to manage your progress. That means if there's something you don't understand, it's up to you to get it cleared up. **You should take the initiative.** You're also responsible for taking exams and turning in assignments. If something bad happens – which is beyond your personal control – and you miss an exam or assignment, relief might be extended. But you must demonstrate that the problem was beyond your realistic influence, such as a house fire, medical emergency, or automobile accident. These don't cut it: went fishing, went on vacation, went for a job interview, had to work, was too drunk, thought girlfriend was pregnant, couldn't open the garage door, thought I was pregnant, afraid of snow, overslept.

**Miscellaneous:** I might attend several conferences and assorted meetings during the term. Alternate arrangements will be made and announced in class or by email, if necessary.

I will be producing a big Audio Drama show in March. It's a way for you to learn your stuff. Volunteer for this !!

We will not meet if YSU classes are officially canceled. Watch for blast emails notifying you of special circumstances.

**Introduce yourself to the people seated nearby. Exchange phone numbers. You should be able to contact a couple of classmates in case of unforeseen circumstances. Make sure you sit near high-performing students at the front of the room; avoid those who impress you as slackers, druggies or nitwits.**

Much class information will be displayed by computer projector. Pick a seat that allows you to see clearly. Although YSU's classroom technology is of recent design and in good repair, sometimes it does not work. We must cope.

The last exam (Exam #3) **might** occur on the last regular class day of the term – if the class is ready for it. In past semesters, the class has opted **not** to have a “comprehensive final exam,” but rather to have “Test #3” during the last session of regular classes. Specifics will be explained in class.

**ADA Compliance:** Youngstown State University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion or veteran/military status in its programs and activities. See the Office of Disability Services for information:

<http://cms.ysu.edu/administrative-offices/center-student-progress/disability-services>