



Course Syllabus

I. Catalog Description

3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: CM 302, Junior or Senior standing, other prerequisites as appropriate to course content.

A seminar in selected communications issues or problems. The course will include the reading and review of the current literature as appropriate to the major topic presented in the seminar. Students will be involved in the research and oral defense of a major research paper.

II. Course Objectives

1. Students will do in-depth study of an issue or problem pertinent to the
communications industry.

- How will telephone companies and fiber optic networks change delivery systems for radio and television programming?

- Where do cable and other current technologies fit in to the digital system?

- What is and has been the role of satellite in the digital system?

development of new technologies

Week #5 (3 class hours)

- Why have commercial outlets resisted advances in...?

IV. Evaluation Methods

Students will demonstrate their understanding of the course objectives and discussion topics through the successful completion of the following course requirements:

Completion of assigned readings on the distributed reading list

Participation in class discussions and activities

Three in-class essays

Two assigned case studies

Research paper on topic as approved by instructor

Assignments:

Two case studies (25 points each)

Three essays (25 points each)

Research Paper (50 points)

Presentation and Defense of Research Paper (50 points)

Total Points Possible =250

Grading Scale: Grades are calculated by totaling the points received on all assignments

Dizard, W. (1994) Old Media, New media. Longman, New York.

Gross, Lynne Schafer (1993) The New Television Technologies. W. C. Brown Publishers.

Mirabito, Michael (1994) The New Communications Technologies. Focal Press, Boston.

Straubhaar, Joseph and Robert LaRose (1996) Communications Media in the Information Society. Wadsworth, Inc., Belmont, CA.

Stevenson, Robert L. (1994) Global Communication in the Twenty-first Century. Longman, White Plains, NY.

Williams Frederick (1997). Technology and Communication Behavior. Wadsworth, Inc. Belmont, CA.

Williams, Frederick (1995). The New Communications. Wadsworth, Inc. Belmont, CA.

Wimmer, Roger and Joseph Dominick (1994) Mass Media Research. Wadsworth, Belmont, CA.

Course Analysis Questionnaire

Section A: Details of the Course

A1. This course will be offered as elective for upper level Communications Media majors. This course could also be taken by non-majors who have completed the stated prerequisites.

A2. This course does not require changes in other courses in the Communications Media program.

A3. This course has not been offered on a trial basis at IUP.

A4. This course is not intended to be taken for credit.

A5. This course may not be taken for variable credit.

A6. Other universities offer this or similar courses:
Kutztown University - Com 380 - Seminar in Communication Studies
Bloomsburg University - CS 390 - Seminar in Communication Issues
Ithaca College - Senior Seminar in Mass Media
Seminar in Media
Seminar in Organizational Communication

A7. The content of this course is not recommended or required by any professional

society or accrediting agency.

C2. No other resources are needed to teach this course.

C3. No resources for this course are funded.

C4. This course is expected to be offered once every other year without seasonal

restrictions.

C5. One section of the course will be offered each year.

C6. It is anticipated that 20 students will be enrolled in this course. The enrollment would be limited because of the discussion and research orientation of the course.

C7. No professional society recommends enrollments on this type of course.

Section D: Miscellaneous

Not applicable.