**New Media Systems - RTV 4420**
Spring Semester 2014

**Meetings**
Tuesdays from 11:45am – 1:40pm: Matherly Hall, Room 0108
Thursdays from 11:45am – 12:35pm: Matherly Hall, Room 0113

**Instructor**
Ronen Shay
rshay@ufl.edu (preferred method of contact)
Phone: 352-846-1048
Office Location: Weimer Hall, G034
Office Hours: Monday & Tuesday 3pm – 5pm, or by appointment

**Website**
Check our Sakai site regularly for course materials and announcements.
https://lss.at.ufl.edu

**Course Description:**
This course will provide students with a fast paced overview of the technological, regulatory, economical, and social factors affecting contemporary television, film, radio, print, and game industries. Lectures and readings will focus on the unique considerations facing each individual platform in addition to broader concepts like long-tail economics that affect all electronic media systems. Assignments will give special emphasis to the operational challenges facing cable television and satellite communication systems such as audience fragmentation, platform migration, and increased competition by asking students to conceptualize potential solutions for those challenges in the form of a professional project plan that will be submitted at the end of the semester. This course is intended to be a bridge between a student's academic experiences in the field of telecommunications and the real-world challenges facing mass communication today.

**Required Texts**

Anderson, Chris. *The Long Tail*. Hyperion, 2006.
ISBN: 1401309666

Straubhaar, Joseph. LaRose, Robert. and Lucinda Davenport. *Media Now: Understanding Media, Culture, and Technology, Eighth Edition.* Wadsworth Cengage Learning, 2012.
ISBN: 1133311369

**Course Goals:**

- The student will understand the technological, regulatory, economical, and social infrastructures of contemporary television, film, radio, print, and game industries.
- The student will be able to conduct a SWOT analysis to address a contemporary challenge facing cable television or satellite communication systems.
- The student will be able to modify an existing offline media Work Breakdown Structure to introduce online distribution with as little interruption to the work flow as possible.
- The student will understand the fundamental concepts of Long Tail Economics and how Anderson's theories are supported by Apple, Blackberry, and Android's app store business models.
- The student will understand the different components of a projects proposal and their functions.
- The student will understand how to deliver and assess a professional project presentation.
- The student will be able to construct a project plan designed to achieve SMART goals (specific, measurable, attainable, realistic, and timely).

**Grading Scheme:**

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|---|---|
| SWOT Analysis | 10% |
| Exam 1 | 20% |
| Project Proposal | 10% |
| Exam 2 | 20% |
| Project Plan + Presentation | 30% |
| Participation | 10% |

**Assignment Descriptions:**
Below is an overview of what to expect from each assignment. A detailed description of each assignment will be distributed in class.

Examinations: There will be two examinations administered in-class over the course of the semester. The content on the exams will be drawn from lecture and classroom activities, as well as reading assignments. Exams will include a combination of short answer, identification/definitions, and long answer/essay style questions.

Participation: Participation will be assessed based on attendance, contribution to group assignments based on feedback from other group members, and your involvement in class discussions that should arise during lectures.

SWOT Analysis: The student with their project group will choose a contemporary challenge facing cable or satellite television systems and propose a new media product or service that could address the aforementioned challenge in a new and innovative way. A SWOT analysis will then be conducted to address the strengths, weaknesses, opportunities, and threats presented by the chosen new media product or service. Topics must be approved by the instructor, as the new service or product will be the basis for the project proposal and final project plan. A minimum of 10 points is required for each category. The final deliverable should visually display the aforementioned 40 points.

Project Proposal: The project proposal is an opportunity for your group to receive feedback about your new media product or service prior to your presentation and final project plan. A project proposal is a 5-7 page single spaced (10-14 pages double spaced) document that provides project background, business needs/justification, objectives, assumptions, constraints, your previously submitted SWOT analysis with feedback accounted for, roles and responsibilities, and a timeline for completion. Every group will meet with the instructor by appointment to discuss their finished project proposal before moving forward to work on their final project plan.

Project Plan + Presentation: The cumulative knowledge gained from all previous assignments, and lectures will be used to generate a professional strategic planning document for your group's new media product or service that addresses a contemporary challenge facing cable or satellite television systems. The final deliverable is a 15-20 page single spaced (30 – 40 pages double spaced) document that contains 11 different sections: project overview, scope statement (based on your proposal), SWOT analysis, work breakdown structure (project tasks), schedule, budget, risk management plan, resources plan, communications plan, change management procedures, and project closing requirements. The presentation is your group's opportunity to pitch your new product or service to the board of directors of a major cable or satellite multisystem operator. Pretend your classmates are your stakeholders and deliver a professional presentation that convinces them why your new media product or service resolves a contemporary issue in cable or satellite television today.

**Academic Honesty:** UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Attendance:** Students should understand that class attendance will be taken in consideration in calculating your final grade. The content addressed in this class encompass a lot of interactive concepts, and so much of what can be learned is a direct result of attending lecture, participating in group assignments, and your involvement in any class discussion that should arise. Authorized absences will not affect a student's final grade, should a student contact the instructor 24 hours before class start time and is missing class as a result of illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will also be excused. Other reasons may also be approved, but require advanced notification that exceeds 24 hours. 2 unexcused absences may result in a meeting with the instructor to discuss course progress, and further unexcused absences will result in penalization towards your final grade reflected in the score you receive for the participation portion of the course. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

**Counseling and Wellness Center:** Contact information for the Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**Course Evaluations:** Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/

**Exams:**
Exams must be taken on the assigned date. Failure to show up for an exam will result in a zero. If an emergency arises and you realize you will not be able to take the exam on the date given, you must get the instructor's permission to do so, and this must be discussed ahead of time. Should a student miss an exam due to illness or a family emergency without making proper arrangements ahead of time a makeup exam will only be granted if the student provides official documentation. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

**Grading:**

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|---|---|
| A 93-100% | C 73-76.99 |
| A- 90-92.99 | C- 70-72.99 |
| B+ 87-89.99 | D+ 67-69.99 |
| B 83-86.99 | D 63-66.99 |
| B- 80-82.99 | D- 60-62.99 |
| C+ 77-79.99 | E Below 60 |

Grading in this course is consistent with university of Florida grading policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

**Late Assignments:** Assignments are due at the beginning of class on the date specified on the syllabus. Late assignments will be accepted within 24 hours of the end of class period in which the assignment is due, with a 10% penalty for all group members. Assignments turned in after this 24-hour period will not be accepted. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

**Special Needs:** Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Syllabus Changes:** The instructor reserves the right to alter the syllabus or course schedule as the need arises.

**Tips for Getting Good Grades:**

- Come to every class
- Complete the readings before class
- Contribute to your group assignments to the best of your abilities
- Help your fellow group members
- Participate

**Schedule, Readings & Due Dates**

| Date | Subject | Readings | Due Dates |
| --- | --- | --- | --- |
| **Week 1:**<br>Tues. Jan. 7th, 2014 | Course Introduction | N/A | N/A |
| **Week 1:**<br>Thurs. Jan. 9th, 2014 | The Long Tail | The Long Tail Introduction + Ch. 1 | N/A |
| **Week 2:**<br>Tues. Jan. 14th, 2014 | The Changing Media | Media Now Chapter 1 | N/A |
| **Week 2:**<br>Thurs. Jan. 16th, 2014 | SWOT Analyses + Create Project Groups | N/A | N/A |
| **Week 3:**<br>Tues. Jan. 21st, 2014 | Media and Society | Media Now Chapter 2 | N/A |
| **Week 3:**<br>Thurs. Jan. 23rd, 2014 | Rise and Fall of the Hit & History of LT | The Long Tail Chapters 2 & 3 | N/A |
| **Week 4:**<br>Tues. Jan. 28th, 2014 | Print Media & Digital Newspapers | Media Now Chapters 3 & 4 | N/A |
| **Week 4:**<br>Thurs. Jan. 30th, 2014 | Project Proposals | N/A | SWOT Analysis |
| **Week 5:**<br>Tues. Feb. 4th, 2014 | Recorded Music & Radio | Media Now Chapters 5 & 6 | N/A |
| **Week 5:**<br>Thurs. Feb. 6th, 2014 | TBD | TBD | N/A |
| **Week 6:**<br>Tues. Feb. 11th, 2014 | Film & Home Video | Media Now Chapter 7 | N/A |
| **Week 6:**<br>Thurs. Feb. 13th, 2014 | Three Forces of the LT + New Producers | The Long Tail Chapters 4 & 5 | N/A |
| **Week 7:**<br>Tues. Feb. 18th, 2014 | Television | Media Now Chapter 8 | Project Proposal |
| **Week 7:**<br>Thurs. Feb. 20th, 2014 | Exam 1 Review | N/A | N/A |
| **Week 8:**<br>Tues. Feb. 25th, 2014 | Exam 1 | N/A | Exam 1 |
| **Week 8:**<br>Thurs. Feb. 27th, 2014 | The New Markets + Tastemakers | The Long Tail Chapters 6 & 7 | N/A |
| **Week 9:**<br>Spring Break | NO CLASS | ENJOY YOUR | BREAK! |
| **Week 10:**<br>Tues. Mar. 11th, 2014 | The Internet | Media Now Chapter 9 | N/A |
| **Week 10:**<br>Thurs. Mar. 13th, 2014 | Final Project Plans | N/A | N/A |
| **Week 11:**<br>Tues. Mar. 18th, 2014 | The Third Screen: Smartphones+Tablets | Media Now Chapter 12 | N/A |
| **Week 11:**<br>Thurs. Mar. 20th, 2014 | Economics of the Long Tail | The Long Tail Chapter 8 | N/A |

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|---|---|---|---|
| **Week 12:** Tues. Mar. 25th, 2014 | Video Games | Media Now Chapter 13 | N/A |
| **Week 12:** Thurs. Mar. 27th, 2014 | Guest Speakers | Guest Speakers | N/A |
| **Week 13:** Tues. Apr. 1st, 2014 | Media Policy and Law | Media Now Chapter 15 | N/A |
| **Week 13:** Thurs. Apr. 3rd, 2014 | The Short Head | The Long Tail Chapter 9 | N/A |
| **Week 14:** Tues. Apr. 8th, 2014 | Global Communications | Media Now Chapter 17 | N/A |
| **Week 14:** Thurs. Apr. 10th, 2014 | Exam 2 Review | N/A | N/A |
| **Week 15:** Tues. Apr. 15th, 2014 | Exam 2 | N/A | Exam 2 |
| **Week 15:** Thurs. Apr. 17th 2014 | LT Rules to Live By + Group Time | N/A | N/A |
| **Week 16:** Tues. Apr. 22nd 2014 | Presentations | N/A | Presentations & Project Plans Due |