

# survey of broadcasting

**Course #:** TV-050  
**Instructor:** adam wadenius  
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**Office Hours:** W, 4p - #1625  
**Semester:** Fall 2017  
**Day & Time:** W, 1:00pm - 3:50pm  
**Building:** Home Ec./Cos., #1625

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## course description

The purpose of this course is to introduce you to the history, development, and function of the radio and television broadcast industries. We will be primarily concerned with the medium of television and its various forms, including commercial, public, satellite, cable, web, and alternative channels, as well as the industry laws, regulations, economics, and ethics that govern them. You will be asked to employ research methods to scrutinize these texts such as qualitative and quantitative analysis, critical thinking, social and oral history, and theme analyses. Particular attention throughout the course will be paid to broadcast issues relating to diverse political, cultural, and social communities.

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## student learning outcomes

- ~ Critically assess the history, structure, and function of popular broadcast forms.
- ~ Identify the ways that broadcasting affects contemporary social, political, and cultural climates.
- ~ Demonstrate oral and written competence of the evolution of broadcasting as a result of emerging technologies, cultural conditions, and human ingenuity.
- ~ Trace the influences of broadcasting on major cultural practices and social formations.
- ~ Analyze the impact of the laws and regulations associated with the broadcasting industry.

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## course requirements

**Readings:** It is incumbent upon you to be prepared, and you should come to class each session having read the reading assignment posted on the schedule. We will spend a good amount of time discussing the readings, and a firm understanding of them will benefit your overall understanding/interpretation of the television texts. All readings are available in the course reader on the course website for download/review.

**Class Lectures & Screenings:** You are responsible for attending the class lecture every week. Please email me if you know you cannot make it to section on a given day. There is no talking/discussion during the films, audio recordings, or clips. I will dismiss you from the course if you become a disruption during the lectures. Your enrollment in this class is your responsibility. It is incumbent upon you to double-check your enrollment status periodically throughout the semester, as I do not maintain my rosters after the census has been processed. If at any time you decide that you do not wish to continue with the course, it is your responsibility to drop, as I do not take it upon myself to drop anyone from the course at any time.

I encourage you to use your personal computer, iPad, or other learning tool during class time if you are using it appropriately (viewing class slides, taking notes), however, be sure to turn off any noisemaking functions on those and any other electronic devices such as cell phones, iPods, etc. Please keep the brightness levels on all LED screens at low intensity. There is no food allowed in class at any time (drinks are okay). Copies of the lectures are available on the course website for download/review.

**Discussion:** You are encouraged to be actively involved in the class discussions, as your participation is key to your success in this course. My goal is to aid in the development of your analytical/critical skills, and I expect everyone to maintain an open mind, and take a creative approach to the material. Be respectful of your fellow classmates when addressing and critiquing conflicting viewpoints.

**Short-Answer Quizzes:** There will be three short-answer quizzes due on selected dates throughout the semester. Each quiz covers the reading and lecture materials assigned for their respective sections, and consists of three/four short-answer questions that will ask you to watch and analyze a specific television clip. Each quiz is due by the time class starts on the assigned date, and no late quizzes will be accepted. Please email each of your quizzes to me at [adam@apwadenius.com](mailto:adam@apwadenius.com). All emergency situations leading to late quizzes will be dealt with on a case-by-case basis. There will be no opportunity for making-up a missed quiz. You are required to visit the course website to view the quiz questions and the clips, as there are additional writing and formatting guidelines for you to review.

**\*\* NOTE \*\*** *Plagiarism and other issues concerning academic integrity will not be tolerated, and are grounds for an automatic failure in the course. Acknowledge all reading and research sources with appropriate footnotes and bibliography.* Keep all copies of your quizzes and notes until you have received a final grade for this class.

**Television Notes & Screenings:** Your attendance is expected at each of the TV screenings, and missing or leaving the screenings early will result in a lowered participation grade. To compliment any notes you may be taking on the lectures and discussions, you will be required to keep a separate notebook with your notes on each of the TV shows (one page per show). This is a good habit to practice when watching and analyzing television, as it will help you to remember important narrative and stylistic elements to be used as supportive examples in your writing. This notebook will be checked on the final week of the semester (Dec. 13<sup>th</sup>), and must be submitted in one of two ways:

- 1) as an electronic document (word, pdf, text, pages, etc.)
- 2) as a packet of individual sheets of paper, assembled and stapled together

Do not turn in any three-ring binders or spiral/binded notebooks with your notes in them, as they will not be accepted.

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assessments

Television notes	20%
Screenings and participation	20%
Three short-answer quizzes	60%

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texts & materials

1. All readings and supplementary materials are posted on the course website @ [www.apwadenius.com](http://www.apwadenius.com).
2. All materials such as radio/TV shows, as well as any excerpt screened during the lectures.

*Please remember that if you have any questions about the readings, assignments, or any of the course materials that I am readily available to help answer them. I can be reached through the email address above, the course website, or by placing a note for me in my box in the department office.*

*Television Style & Narrative*

**week #1 ~ (Aug. 16<sup>th</sup>) ~ thinking critically about broadcasting**

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Reading: "Cultural Studies, Multiculturalism, and Media Culture," by Douglas Kellner  
 Discussion: Ideology and Popular American Broadcasting

**week #2 ~ (Aug. 23<sup>rd</sup>) ~ the elements of TV style: staging**

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Reading: "Ch. 5: Making Meaning," pgs. 176 -183 and 202-205, by Jason Mittell  
 Screening: *I Love Lucy*, Season 2 - Episode 1, "Job Switching"  
*Garfunkel and Oates*, Season 1 - Episode 1, "The Fadeaway"

**week #3 ~ (Aug. 30<sup>th</sup>) ~ the elements of TV style: camerawork**

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Reading: "Ch. 5: Making Meaning," pgs. 183-195, by Jason Mittell  
 Screening: *Mr. Robot*, Season 1 - Episode 1, "eps1.0\_hellofriend.mov"

**week #4 ~ (Sep. 6<sup>th</sup>) ~ the elements of TV style: editing and sound**

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Reading: "Ch. 5: Making Meaning," pgs. 195-212, by Jason Mittell  
 Screening: *Buffy the Vampire Slayer*, Season 1 - Eps. 1 & 2, "Welcome to the Hellmouth" & "The Harvest"

*From Radio to Television*

**week #5 ~ (Sep. 13<sup>th</sup>) ~ the golden age of radio**

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Reading: "Ch. 4: Establishment of the Broadcast Media," pgs. 85-110, by DeFleur and Ball-Rokeach  
 Screening: *You Bet Your Life*, Season 4 - Episode 23, "Clock"  
*The Carol Burnett Show*, Various clips  
 \*\* *First short-answer quiz due* \*\*

**week #6 ~ (Sep. 20<sup>th</sup>) ~ television during the network era**

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Reading: "Ch. 4: The Establishment of the Broadcast Media," pgs. 110-122, by DeFleur and Ball-Rokeach  
 "Exploring the Cold War through *The Twilight Zone*," by Heather Lunney  
 Screening: *The Twilight Zone*, Season 1 - Episode 8, "Time Enough At Last"  
*The Twilight Zone*, Season 1 - Episode 22, "The Monsters Are Due on Maple Street"

**week #7 ~ (Nov. 27<sup>th</sup>) ~ television genres**

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Reading: "Ch 5: Film and Television Genres," pgs. 93-104, by Harry M. Benshoff  
 Screening: *M\*A\*S\*H*, Season 5 - Episode 111, "38 Across"  
*All In the Family*, Season 2 - Episode 21, "Sammy's Visit"

**week #8 ~ (Oct. 4<sup>th</sup>) ~ cable and the “post-network” era**

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Reading: “Understanding Television at the Beginning of the Post-Network Era,” by Amanda D. Lotz  
Screening: *Orange Is the New Black*, Season 1 - Episode 3, “Lesbian Request Denied”

**week #9 ~ (Oct. 11<sup>th</sup>) ~ no class**

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**\*\* Instructor flex day \*\***

*Postmodern Culture & Emerging Genres*

**week #10 ~ (Oct. 18<sup>th</sup>) ~ postmodernity and the postmodern subject**

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Reading: “Television and Postmodernism,” by Jim Collins  
Screening: *The Simpsons*, Season 6 - Episode 9, “Homer Badman”  
*Community*, Season 6 - Episode 4, “Queer Studies & Advanced Waxing”

**week #11 ~ (Oct. 25<sup>th</sup>) ~ advertising and commodity culture**

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Reading: “Image-Based Culture: Advertising and Popular Culture,” by Sut Jhally.  
Screening: *Mad Men*, Season 1 - Episode 1, “Smoke Gets In Your Eyes”

**week #12 ~ (Nov. 1<sup>st</sup>) ~ the news/entertainment divide**

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Reading: “Infotainment’s Appeals and Consequences,” by Andrew O’Connor  
Screening: *Tucker Carlson Tonight*, Season 2017 - Various Clips  
*The Rachel Maddow Show*, Season 2017 - Various Clips  
*World News Tonight with David Muir*, Season 2017 - Various Clips  
*Full Frontal with Samantha Bee*, Season 2017 - Various Clips

**\*\* Second short-answer quiz due \*\***

**week #13 ~ (Nov. 8<sup>th</sup>) ~ reality TV and “real” life**

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Reading: “Reality TV in the Digital Era: A Paradox in Visual Culture?” by Arlid Fetveit  
Screening: *Flavor Of Love*, Season 1 - Episode 8, “Family Flavors”

*Representing American Culture*

**week #14 ~ (Nov. 15<sup>th</sup>) ~ representing men and women in broadcasting**

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Reading: “Television, Representation and Gender,” by Julie D’Acci  
Screening: *Broad City*, Season 2 - Episode 2, “Mochalatta Chills”  
*Maron*, Season 1 - Episode 3, “Marc’s Dad”

**\*\* Third short-answer quiz due \*\***

week #15 ~ (Nov. 22<sup>nd</sup>) ~ no class

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**\*\* Thanksgiving recess \*\***

week #16 ~ (Nov. 29<sup>th</sup>) ~ race and hierarchy in broadcasting

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Reading: "Ch. 8 – Representing Identity" pgs. 305-329, by Jason Mittell  
Screening: *The People Vs. O.J. Simpson*, Season 1 - Episode 10, "The Verdict"

week #17 ~ (Dec. 6<sup>th</sup>) ~ Other sexes and genders in broadcasting

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Reading: "Ch. 8 – Representing Identity" pgs. 345-353, by Jason Mittell  
"Popular Culture Constructs Sexuality: Interview with Joshua Gamson"  
Screening: *Transparent*, Season 1 - Episode 1, "Pilot"  
*It's Always Sunny In Philadelphia*, Season 12 - Episode 6, "Hero or Hate Crime?"

week #18 ~ (Dec. 13<sup>th</sup>) ~ final class session

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**\*\* Third short-answer quiz due \*\***

**\*\* Television notes due \*\***