



**MMJ 2331 Media Performance, Fall 2021**  
**Tony DeMars ~ Faculty Office: JOUR 127**  
**Email: Tony.DeMars@tamuc.edu**  
**Office Hours: arranged online, make appointment via email**

**COURSE INFORMATION**

**Required text:** *The Broadcast Announcing Worktext* 5th edition: Stephenson, Reese and Beadle

**Course Description:** A study of the principles of radio-TV speaking, including the preparation of commercials, news, and program continuity. An introduction to theory and practices in the broadcasting industry from the studio and production point of view.

**Student Learning Outcomes.** The course is designed:

- To provide an understanding of the terms, concepts and skills of media performance
- To provide an understanding of ad lib announcing, camera presence and poise, voice diction and quality, on-camera interviewing, on-camera news, and other video-based performance
- To provide an understanding of audio performance techniques, including voice work in advertising messages, news delivery and voice-over talent
- To acquaint the student with related techniques used in audio and video production for the broadcasting industry and related online media performance--in such areas as on-air talent, spot production, news production and voice work applied to non-broadcast situations

**COURSE REQUIREMENTS**

**GRADES:**

Your final course grade will be based on:

- |  |            |
|--|------------|
| 1. Chapter Quizzes done in D2L.....                      | 100 points |
| 2. Mid Term Exam.....                                    | 200 points |
| 3. Final Exam.....                                       | 200 points |
| 4. Performance Projects.....                             | 400 points |
| 4. Class Participation, Discussions, and Daily Work..... | 100 points |

**GRADING SCALE:** A = 900-1000 points B = 800-899 points C = 700-799 points  
D = 600-699 points F = 599 points or less.. **Assignments are not accepted for credit late.**

**IMPORTANT: STUDENTS WHO ARE MARKED ABSENT FOR MORE THAN SIX CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.**

**Academic Honesty:** It is a violation of the University Academic Honesty Policy if you pay someone to do your work for you. If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else's work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including [www.turnitin.com](http://www.turnitin.com) for each submission. Using a report you did not create or having someone else do any of your work violates Academic Honesty guidelines.

Academic dishonesty subjects you to failure of the class and referral to the department head and/or other university officials for disciplinary action.

One definition of plagiarism: "A piece of writing that has been copied from someone else and is presented as being your own work." This is as true of a sentence as it is of an entire paper. It is plagiarism to copy an entire article – or any part of an article – from the internet and present it as your work. It is plagiarism to use work created for another course, either by you or someone else as the work in the current course. Plagiarism includes taking verbatim sections from a textbook without attributing the material to the author. Also, "sharing" work with another student (presenting another student's writing as your own) is plagiarism.

Most of the time, it is remarkably easy for professors to spot plagiarism. You are much better off doing your own work, both from the standpoint of your grade and what you learn. Suspected plagiarism may also be checked electronically via the Internet. It is as easy for the professor as it is for you to find the 'how to cheat' web sites, but also to access web tools for uncovering academic dishonesty. If you rob someone, expect to go to jail; if you cheat in college, expect the consequences to be equally uncomfortable.

## COMMUNICATION AND SUPPORT

### **Faculty / Student Commitment:**

Students should email the instructor in advance regarding any concerns or problems in meeting the course's work and expectations. The instructor intends to respond within 24 hours to any message sent during normal Monday-Friday business hours. You will not get replies to emails sent nights, overnights or weekends until a later time. Failing to make advance arrangements regarding any issue or deadline will give little to no chance of having an accommodation made after the fact.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### **FURTHER TECHNOLOGY REQUIREMENTS POLICY**

**Learning Management System.** This course will be facilitated using D2L Brightspace, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [MyLeoOnline.tamuc.edu](http://MyLeoOnline.tamuc.edu). You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu). You should perform a "Browser Test" immediately upon start of your course. On the D2L Home Page, you will see support information and other important user information. CITE indicates that "Chrome is the preferred browser for many of

our learning application experiences.” Technical assistance is available 24/7 (24 hours, 7 days a week). Accessing Help from within Your Course: Click on the 'Tech Support' icon on the upper left side of the screen inside the course. Then you will be able to get assistance via online chat or by phone.

**Technology Excuses.** Personal computer and Internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Do not wait until right at deadline to submit work. Deadline is deadline. Establish a backup method to deal with these inevitable problems, such as a backup PC at home or work, the temporary use of a computer at a friend's house, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc. You are strongly encouraged to check for your Internet browser compatibility immediately when the course begins and take the Brightspace tutorial offered for students who may require some extra assistance in navigating the Brightspace platform.

**Email contact:** You should email the instructor only using his official email address as listed on the syllabus, and your messages regarding the class should come from your leomail account. Failure to send emails through your university email account will possibly result in failure to receive important class information. If you send emails asking questions that are already answered on the course syllabus or outline, you will likely be referred to the syllabus or outline.

## UNIVERSITY ATTENDANCE POLICY

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

**13.99.99.R0.01 Class Attendance** – “Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student’s Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.” Students are responsible for reviewing remaining university attendance policy elements. **FOR THIS CLASS:** D2L logs all of your interactions and log-ins. You are expected to log in to the class the first official day of class, and at reasonable other times when work is assigned. If you do not log in to the class page until the third day of the semester, for example, you will have two days of absences marked. There are class discussions and/or other tests and assignments made throughout the semester. Any time one of these is skipped, you will be counted absent. Other similar times when you have not accessed the course, you are subject to receiving a marked absence. Once you reach six of these marked absences, you are subject to being dropped from the course or will receive an “F” course grade automatically.

## Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

## [Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

**Academic Honesty:** If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student's Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else's work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including [www.turnitin.com](http://www.turnitin.com) for each submission. Using a report you did not create or having someone else do any of your work violates Academic Honesty guidelines.

Undergraduate students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. Faculty and staff are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty (see definitions). In addition, F-1 and J-1 international students must comply with the Student Exchange Visitor Program regulation related to their visa status. Full details are found in Undergraduate Academic Dishonesty Policy 13.99.99.R0.03

**Online exams are closed-book.** If you stay on a question page in D2L longer than a normal amount of time to read the question, select the best answer, and submit it, the question is subject to being counted wrong. You may take and use notes from assigned **videos** during tests, but you may not look up answers from the reading and/or do a copy-paste action to answer test questions.

**Deadlines:** Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always listed on the assignment and/or submission folder in D2L. Work submitted incomplete will be marked as not submitted. **Emailing an assignment does not count as it being submitted.**

**Behavior:** “Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.” -- Texas A&M University System Student Rights and Obligations “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student's Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05 Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty

## **A&M-Commerce Policy on Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

Be conscious of engaging in courteous interactions online and through email with classmates and the instructor. A few other words and restatements on expected behavior:

- Take notes. You will likely have a low grade if you do not actively participate in class.
- You **may NOT take** drinks or food into the classroom (in any instance where we may have a face to face meeting or when you come in for assistance) since we meet in a computer lab. **No food or drinks are to be taken into any production area, including the JOUR 311 audio and video production labs and the JOUR 111-113 production areas and computer lab.**

## ***Students with Disabilities-- ADA Statement***

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

**EARLY INTERVENTION FOR FIRST YEAR STUDENTS:** Early intervention for freshmen is designed to communicate the University's interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and

course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention.

**COURSE EVALUATION APPEAL:** Students with concerns regarding their courses should first address those concerns with the instructor in order to reach a resolution. Students who are unsatisfied with the outcome of that conversation or have not been able to meet individually with their instructor, whether in-person, by email, by telephone, or by another communication medium, should then schedule an appointment with the Department Head or Assistant Department Head by completing a Student Grievance Form (available in the main office, HL 141). Students should also consult University Procedure 13.99.99.R0.05 (“Student Appeal of Instructor Evaluation”).

**CAMPUS CONCEALED CARRY STATEMENT:** Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>. Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance. Not all courses and not all instructors are the same. You will give yourself the best educational experience by knowing the syllabus well, allowing yourself understanding of how you are being graded for each course.

### ***Pandemic Response Statements***

Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.

<b>COURSE OUTLINE / CALENDAR</b>
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Available at your MyLeoOnline login. You are responsible for knowing how to properly use the D2L system—seek help from the instructor and the classroom technology office if needed.

**NOTE: You should check the D2L course site frequently. It contains important course information and the assigned reading.** Demonstrating through quizzes and assignments that you are not reading and using the instructional materials will cause a failing grade, as low as zero, on the Discussions, Quizzes, Interactions, Assignments grade. Keep up with class requirements: **Reminder-**Work early instead of waiting until deadline—no project work will be accepted late for credit except in extraordinary situations and always at the discretion of the instructor.

Finally—a university course should be designed to help you build skills in a field and develop critical thinking skills related to the subject. The assumption when you are in a class is that you are motivated to learn and grow by reading, doing the assigned work and staying involved. The instructor and the university are committed to helping you achieve your potential and skills growth.

<b>COURSE OUTLINE / CALENDAR – Full outline available at your MyLeoOnline login</b>
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### **Planned Reading & Assignments Schedule**

(you must check D2L—that schedule is what we will follow)

\* tests always cover content from chapters plus any content assigned and/or covered by the class