

PROVIDENCE UNIVERSITY COLLEGE
433.31 Media in Crisis: Radio and Print
3 credit hours
Winter 2012

Dr. Nicholas P. Greco

nicholas.greco@prov.ca

Monday, 3:20-4:35; Thursday, 3:20-4:35.

Office Hours: Wednesday, 8:30-11:30, or by appointment.

SYLLABUS

A. COURSE DESCRIPTION

This course explores the development of radio and print as mass media in a historical context, as well as recent changes and trends within both the radio and print industries in light of the rise of new media technologies. Due to the emergence of radio streaming on the Internet, satellite radio and podcasting, as well as the decline of newspapers in North America, these media can be considered to be in crisis.

B. COURSE OBJECTIVES

Through participation in lectures, classroom discussion and completion of the course requirements:

1. The student will understand the historical development of print and radio, and theoretical concepts that surround them;
2. The student will begin to understand the intricacies of font design, and develop a critical eye toward font aesthetics;
3. The student will become familiar with the current challenges and changes to print and radio in the face of new media technologies.

C. COURSE TEXTS

There is no single text for this course. Readings for each lecture will be assigned in class and will be available electronically.

D. COURSE REQUIREMENTS

1. Class attendance and participation: It is only in the best interest of the student if he or she attends each class and, in fact, consistent attendance is required (please see the Class Attendance Policy below). Each student will be expected to read the assigned course texts and be prepared to contribute meaningfully to the discussion based on those readings. It is on this participation that a portion of the final grade is based. Each student is expected to arrive to class promptly for its beginning.

2. Listening to the Radio: You must listen to the radio every day. You must listen to a podcast throughout the course. This is the future of radio.

3. Discussion papers: Students are required to submit two discussion papers (5-6 pages each), one on each of the following sets of readings, which will be available on the Student Portal:

a) Friedrich A. Kittler, "Typewriter," Gramophone, Film, Typewriter, Geoffrey Winthrop-Young and Michael Wutz, trans. (Stanford: Stanford University Press, 1999), 183-263. **(DUE 13 FEBRUARY.)**

b) All of the readings on the future of print as indicated in the course outline below. **(DUE 1 MARCH.)**

In addition to writing the discussion papers, the student is required to present her or his discussion paper to the class in an informal presentation.

4. Podcast Review **(DUE 29 MARCH)**: The student must listen to a specific audio-based podcast throughout the semester and submit a 4 page review of that podcast. The student should base his or her discussion on the type or genre of podcast, its intended audience, its effectiveness, and the difference between the medium of podcast and more traditional sound-based media, such as radio.

5. Font Creation **(DUE 30 JANUARY)**: Students are required to create a font. This is a daunting task and must be undertaken early in the term. A recommended tool for this is Fontstruct (found at <http://fontstruct.fontshop.com>). Fontstruct is a flash-based tool with a straightforward interface. The student must create a font for all capital and lower-case letters, as well as all 10 digits.

Accompanying a specs sheet of the font will be a short paper (2-3 pages) describing your font, and explaining your intentions in its creation.

6. Final Take-Home Exam **(DUE 12 APRIL)**: The final exam will cover all of the material presented in the course from its beginning.

E. GRADING SUMMARY

Attendance/Participation:	10%
Discussion Papers:	20%
Podcast Review:	15%
Font Creation:	30%
Final Take-Home Exam:	25%

Excellent	A+	4.0	91-100	Satisfactory	C+	2.5	67-69
	A		85-90	Adequate	C	2.0	63-66
	A-		80-84		C-		60-62
Very Good	B+	3.5	77-79	Marginal	D+	1.0	57-59
Good	B	3.0	73-76		D		53-56
	B-		70-72		D-		50-52
				Failure	F	0.0	<50

F. COURSE POLICIES

1. Class Attendance Policy: Attendance is mandatory. The student will lose up to 2% of his or her total mark for the course for every single absence. Missing more than 5 classes **for any reason** may result in a failing grade in the course.

2. Late Assignment Policy: Assignments are due immediately at the beginning of class on the date on which they are due. Assignments not remitted at that time will be accepted by hand or in my mailbox with a 10% penalty only until 4:30pm on the day that the assignment is due. Any assignments turned in after 4:30pm of the due day will be accepted but will receive a grade of 0. As there will be no extensions granted for any assignments, please note their due dates.

3. Written Assignment Format Policy: All formal written assignments must be typed, double-spaced, using Times New Roman font (12-point only), with 1-inch margins on all four sides of the page, and include proper pagination. In addition, the text must be left-justified. If the paper requires citation, it must follow Turabian style. Assignments may be double-sided. The text must also be free of errors in grammar, punctuation and spelling. The paper should be stapled together at the top left corner, without any type of plastic or paper binding. **Failure to follow these guidelines will result in a loss of marks. Papers without a proper bibliography or any proper citations will receive a mark of 0, unless otherwise exempted by the professor.**

4. Use of gender-inclusive language: Students must use gender-inclusive language in class discussion and in submitted work. Failure to do so will result in a loss of marks.

5. Plagiarism: Students are expected to demonstrate academic integrity in all its various forms, and will be held accountable for doing so by the policy on Academic Conduct in the Student Handbook (http://www.providencecollege.ca/college/student_life/). One particularly problematic breach of academic integrity is plagiarism, which is stealing from the ideas and writings of another person and passing them off as one's own. For an elaboration of the nature, types, and prevention of plagiarism, see the Providence College document entitled "Academic Dishonesty: The Problem of Plagiarism in Academic Writing," in the Providence College Academic Formation Guide available in the Bookstore.

6. Information and Communication Technologies in the Classroom: **Student use of information and communication technologies for purposes other than class note-taking is not allowed in the classroom, as students are expected to give their total attention to class activities.** Use of cell-phones or iPods is never appropriate in the classroom, and use of laptop computers to play games, chat with others, browse the internet, or engage material not related to the class is always distracting to classmates and disrespectful to the instructor. Unlike some other post-secondary institutions, Providence has not yet found it necessary to ban laptops from the classroom, or prevent wireless internet access in classrooms. Only judicious use of them will keep it that way.

This is a Communications and Media class. As such, the exploration of new communication technologies is encouraged. However, unauthorized use of laptops and other information and communication technologies in this class will not be tolerated.

G. BIBLIOGRAPHY

Apple iTunes <<http://www.apple.com/itunes/overview/>>
Podcasts on iTunes <<http://www.apple.com/itunes/whats-on/#podcasts>>
Podcast Tips <<http://www.apple.com/itunes/whatson/podcasts/tips.html>>
Stream: Culture/Politics/Technology - A Graduate Journal of Communication

H. COURSE OUTLINE

January 9: Introduction; Introduction to Font Creation

January 12: Film: *Helvetica*

January 16: History of Print: The Transition to Literacy

January 19: The Transition to Literacy (cont'd)

January 23: Literate and Semi-literate Cultures

January 26: The Invention of Print

- January 30: The Impact of Print
Font Creation DUE.
- February 2: **Missio Dei**
- February 6: The Impact of Print (cont'd)
- February 9: Publishing and Publics
- February 13: Print Media
Discussion Paper #1 (Kittler) DUE.
- February 16: The Future of Print (Renard)
- February 20: **Louis Riel Day**
- February 23: The Future of the Book (Duguid)
- February 27: The Future of the Newspaper (Rodriguez)
- March 1: Guest lecture: Terry Kennedy
Discussion Paper #2 DUE.
- March 5: **Reading Break**
- March 8: **Reading Break**
- March 12: The Place of Radio in Society
- March 15: The History of Radio
- March 19: The History of Radio (cont'd)
- March 22: Radio as Communication
- March 26: Commercials and PSAs
- March 29: Radio News
Podcast Review DUE.
- April 2: Practical Session: the Newscast
- April 5: The Transformation of a Medium: Podcasting

April 9: The Case of Public Radio Online: CBC Radio 3 and Podcast Initiatives,
and BBC Radio Presence on the Internet

April 12: Conclusions
Take-Home Exam DUE.