I. CATALOG DESCRIPTION: This course defines media convergence and the impact that the digital realm will have on all aspects of telecommunication. (3 credit hours)

II. PREREQUISITE(S) MC 352 Intermediate Video and Film Production & 45 credit hours

III. OBJECTIVES:
   A. To acquaint students with the telecommunications industry.
   B. To acquaint students with the impact that media convergence has on all media industries and how the media will modify the dissemination of programming in the future.
   C. To develop critical thinking skills to examine the telecommunication industry from the perspectives of both future practitioners and media consumers.

IV. EXPECTATIONS OF STUDENTS:
   A. Students are expected to attend class, read assigned text and periodical materials, participate in class discussions, complete assigned reports, and complete examinations as required.

V. COURSE CONTENT:
   A. Introduction to Telecommunications 2 Weeks
      1. Convergence: Two Examples
      2. Fragmentation of the Audience
      3. Concentration of Ownership and Conglomeration
      4. Globalization
      5. Hyper commercialization
      6. The Inevitability of Convergence

   B. Radio and Television Technology 2 Weeks
      1. Technological and Economic Roots
      2. Broadcast Regulation
      3. New and Converging Technologies
      4. Digital Recording and Transmission
C. Cable, Industrial and the Internet 2 Weeks
   1. Converging Technologies and Applications of Corporate and Industrial Telecommunications
   2. Satellites, Cable and Video Networks
   3. The Internet and World Wide Web
   4. Converging Functions
   5. Technological and Economic Roots
   6. Emerging Internet Technologies: The Heart of Convergence

D. Global Telecommunications 2 Weeks
   1. The Roots of Global Telecommunications
   2. International Telecommunications
   3. Satellites and Global Telecommunications
   4. The Debate Over Cultural Imperialism

E. The Audience, Programming and Advertising 2 Weeks
   1. Broadcast versus the Telecom Model
   2. Broadcaster/Ratings Service Conflict • Why the Ratings Are Used
   3. Counting Internet and Web Users
   4. Programming Practices
   5. The Advertising Environment
   6. Converging media for ad sales.

F. Rights and Regulations 2 Weeks
   1. The Roots of Telecommunications Regulation
   2. The Federal Communications Commission
   3. Other Regulatory Agencies
   4. Contemporary Issues In Regulation
   5. Regulating Digital Media / Regulating the Internet

G. Ethics and Self Regulation 2 Weeks
   1. Social Responsibility
   2. Media Industry Ethics
   3. Balancing Conflicting Interests
   4. Theories of Moral Reasoning
   5. Applying Media Ethics
   6. Making Ethical Decisions Codes of Ethics and Self Regulation

H. Effects of Media Convergence 2 Weeks
   1. The Effects Debate / Media Effects
   2. Information, Knowledge, and Understanding
   3. Prosocial Effects
   4. Effects in Cyberspace
VI. TEXTBOOK:

VII. Auxiliary Materials:

VIII. Evaluation of Students
   A. Mid-term and Final Examination
   B. One term paper.
   C. One research paper
   D. One internet demonstration of media convergence