I. COURSE DESCRIPTION:

Three (3) credit hours, Monday-Wednesday-Friday, 11am-11:50am. A lecture course that will discuss African-Americans in radio/television/motion pictures and print media. This course will be presented from the perspective of the electronic media professional drawing insights and observations of those making their living by working in the industry.

II. COURSE RATIONAL AND OBJECTIVES:

African-Americans did not become a staple in electronic communications until the 1940s. The student will learn about the early pioneers of the business as well as the African-Americans in modern electronic and print media. With succinctly woven biographies and stories capturing the essence of the issue and diminutive discussions detailing the facts of the matter. This course will turn each page and every corner to present the story behind the story.

A. To introduce students to, and keep them informed of the many contributions by African-Americans in the electronic media.

B. To help students build their network of professionals in the electronic and print media. This will be accomplished through seminars, lectures and the internet.

C. To discuss career opportunities for radio/television personalities.

D. To discuss electronic factors that can have an important impact on the future of the electronic media personalities.

III. COURSE COMPETENCIES AND EXPECTED MEASURABLE OUTCOMES:

These are reflected in the statement of the four objectives (Roman numeral II) above. With a grade of C, you will have satisfied the measurable outcomes of the course.

IV. OUTLINE OF COURSE CONTENT:

Please refer to the course calendar within this syllabus.
V. SPECIAL COURSE REQUIREMENTS:

A. Projects/Laboratory (internet) assignments...Instructor will assign.

VI. METHODS OF EVALUATION: **

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<tr>
<th></th>
<th>MAXIMUM</th>
<th>MINIMUM</th>
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</thead>
<tbody>
<tr>
<td>A. Attendance -- (40 sessions) @ 05 points each</td>
<td>200pts</td>
<td>* 0pts</td>
</tr>
<tr>
<td>B. EXAMS (8 examinations) @ 100 points each</td>
<td>800pts</td>
<td>480pts</td>
</tr>
<tr>
<td>C. # Projects (Evaluation, Q&amp;A) @ 100pts each</td>
<td>200pts.</td>
<td>120pts</td>
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<tr>
<td>D. # Laboratory (internet) @ 100 points each</td>
<td>200pts</td>
<td>120pts</td>
</tr>
<tr>
<td>E. # Class Assignment 2 @ 100pts each</td>
<td>200pts</td>
<td>120pts</td>
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TOTAL POINTS 1600PTS 840PTS

1. At the pleasure, or the discretion, of the instructor--additional credit may be given for participation with enthusiasm, and the display of citizenship that should be reasonably expected in a university classroom.

2. Fractional grades are rounded off to the nearest whole number. An incomplete will not be given for a failing grade.

3. Mandatory.** Instructor may change if class performance warrants revaluation.

VII. GRADING SCALE:

............1365 A (90-100) (85%)
1364......1295 B (80-89) (80%)
1294......1225 C (70-79) (70%)
1224......1015 D (60-69) (60%)
1014......BELOW F 59 AND BELOW

VII. BIBLIOGRAPHY:

ANDERSON, LIZA M., MAMIES, NO MORE: THE CHANGING IMAGE OF BLACK WOMEN ON STAGE AND SCREEN: (LANHAM, ROWMAN AND LITTLEFIELD, 1997).


ELY, MELVIN PATRICK, THE ADVENTURES OF AMOS 'N' ANDY: A SOCIAL HISTORY OF AN AMERICAN PHENOMENON: (NEW YORK: FREE PRESS;

GEORGE, NELSON., BLACKFACE: REFLECTIONS ON AFRICAN AMERICANS AND THE MOVIES:  (NEW YORK: COOPER SQUARE PRESS, 2002).


FRIENDLY REMINDERS/CLASS POLICIES:

A. Each student will be allowed five absences. **PLEASE NOTE:** The absences may be used at your discretion. (do not present instructor with an excuse for these absences.)

   1. Attendance will be taken each class period. The student is responsible for indicating **PRESENT OR HERE** when the roll is called or **SIGNING THE ATTENDANCE SHEET**.

   2. All absences beyond the five allowed will result in points deducted from your attendance score. *After five absences, student must have a conference with the instructor.

B. Each student will be allowed three tardies during the semester. If you have a conflict (work schedule, etc.) please inform the instructor. Every three tardies accumulated will be recorded as an absent.

   1. The class will start on time.

   2. You will have three minutes to be in your seat.

   3. If you enter past the three minute mark (instructors time), you will be tardy. All late arrivals, please be seated in the reserved section. The row of seats next to the exit.

   4. In cases of field trips, athletic events, hospitalization, family death, or other such emergencies, an official documentation must be presented to instructor to cover the absences.

C. No shows during Exams will not be allowed to take the make-up without a documented excuse. Anyone who shows up late to an exam after the first person finishing the examination will not be allowed to take the exam. There will be no exiting the classroom (restroom, etc.) during the exam.

D. Projects/laboratory assignments will be due on the announced date.
E. All students must have access to radio, television, newspaper and internet (computer).

F. You must have a copy of the textbook no later than ____________________________.

G. Students are expected to conduct themselves in a professional manner. You are encouraged to treat each other with respect. In this class, an important part of showing respect for includes refraining from talking when someone else has the floor. If I'm talking or listening to the class, or to you or to one of your peers, please be attentive. Please don't talk to the person next to you. (This will impede your classmates' access to information about the topics or assignments.) Students who carry on private conversations, pass notes, and read materials unrelated to the class, sleep in class, interrupt the class by arriving late or leaving early, engage in disruptive behavior, use cell phones, or are verbally or physically abusive may be required to leave the class. If you have a question, please ask me rather than the person next to you.

Please deactivate cell phones when you enter the classroom.

H. Academic Conduct: Plagiarism and other forms of cheating will result in a "0" for the assignment or examination. Plagiarism can confuse you. It is defined as the use of another person's words or ideas without giving proper credit to the source of the information. Writing assignments require that students use their own words and place the words of others in quotations, accompanied by an attribution to the source.

1. All assignments must have a cover sheet with your name, course title, instructor's name, due date, and identify the assignment being done. Assignments must be submitted in a book report plastic cover. Written assignments must be typed or computer generated, double spaced, and use fonts at 12 point size, with standard margins. Stretching out a paper's length by enlarging margins, fonts, etc. is a form of cheating and will be down graded.

J. Do not slide papers underneath my office door! I have a correspondence-box in the main office. Department of English and Modern Languages - Turner Hall- B Wing-Room 201.

K. Policies for WSSB-FM:

1. The computer is not to be used for homework and other assignments.

2. The telephones are not to be used for personal calls.

3. No food or drinks are allowed near the broadcast equipment.

   a. The radio station is a smoke free facility.
4. SCSU is a drug-free, and alcohol free campus. Those substances found in your possession on campus (classroom or radio station) may result in your dismissal from the university.

AFRICAN-AMERICANS IN THE MEDIA

PROJECT#1--EVALUATION...DUE DATE(S) __________________________

TASK: (African-American TV personality) Evaluate a newscaster, sportscaster, weathercaster, reporter or host of a local TV station. It can be in Charleston or Columbia. Please inform instructor of your selection, no later than ___________. This report will be three pages. (Excluding the cover sheet.) Incorporate the following points:

1. Appearance (unruly hair or poor fitting clothes)
2. Gestures and movements (eye contact-direct and level)
3. Facial expression (head movement natural and not distracting)
4. Posture and body language (Is the body position natural and not rigid or stiff?)
5. Phrasing words naturally (delivered in phrases)
6. Energy & interest level (Does the delivery interest you, & would it interest the audience?)
7. Interpretation (Do you understand the basic ideas of the copy?)
8. Pace (appropriate to the piece)
9. Naturalness (delivery sound conversational)
10. Mood (proper and appropriate mood for the copy)

Internet/Lab.Class Assignment#1 DUE DATE(S) __________________________

TASK: Instructor will give details. This assignment will be from the Lecture and video on the early television production of "Amos and Andy".

PROJECT#2--QUESTION AND ANSWER...DUE DATE(S) __________________________

TASK: Select an African-American Radio/TV personality in your hometown, or any market within a 100 hundred mile radius of Orangeburg. (DO NOT INTERVIEW RADIO PERSONALITIES OF WSSB-FM). An example of this type of interview is attached to your syllabus. You will do an in-depth interview. Submit a
minimum of eight questions. This report should highlight the individual(s) career: 1. education, 2. current job description, 3. career goals and objectives, and 4. other vital information.

Internet/Lab.Class Assignment#2 DUE DATE(S) ______________________

TASK: Instructor will give details. This assignment will be from one of the following: Academy Awards; African-American charter members of ASCAP; or research information.

INSTRUCTOR WILL GIVE DETAILS:

@FOUNDERS’ DAY...______________________
@HONORS AND AWARDS DAY...______________________

PLEASE NOTE...THIS IS THE ALTERNATIVE GRADING SCALE. IF WE USE THE PERCENTAGE SCALE (MYGRADEBOOK.COM)

ATTENDANCE…10% (.25 FOR EACH SESSION)
EXAMS.............30%
PROJECTS........20%
LAB................20%
CLASS.............20%

SOUTH CAROLINA STATE UNIVERSITY

BC301-01 AFRICAN AMERICANS IN THE MEDIA
INSTRUCTOR: GIL HARRIS

DEPARTMENT: ENGLISH AND MODERN LANGUAGES
TURNER HALL B-WING ROOM 201

OFFICE: TURNER HALL A-WING ROOM 258

PHONE NUMBERS:
OFFICE: 536-7109
DEPARTMENT: 536-7106
FAX: 533-3804

ELECTRONIC MAIL: GHARRIS@SCSU.EDU

OFFICE HOURS:
MONDAY-WEDNESDAY- 1PM-2PM
*TUESDAY-THURSDAY-2PM-3PM
FRIDAY-10AM-11AM
*NANCE HALL-LOWER LEVEL 117 (WSSB-FM RADIO)

OTHER TIMES BY APPOINTMENT

EVALUATION FORM: AFRICAN AMERICANS IN THE MEDIA

NAME__________________DATE________________GRADE___________
# PERSONALITY OR PRINT MEDIA

<table>
<thead>
<tr>
<th>PARTICULARS.....</th>
<th>25PTS</th>
<th>18PTS</th>
<th>15PTS</th>
<th>10PTS</th>
</tr>
</thead>
</table>

1. Received on time  
   (typed copy, followed Directions)

2. Content (substance/depth)

3. grammar  
   (writing, punctuation, etc)

4. ability to communicate ideas  
   and information clearly:
EVALUATION FORM: African-Americans in the Media

NAME__________________DATE____________GRADE__________

Project#1  Evaluation

Project#2  Q&A

PARTICULARS  10PTS  9PTS  8PTS  7PTS  6PTS

1. Organization  
   (received on time, typed, 
   followed instructions)

2. Introduction

3. Paragraph development

4. Sentence structure

5. Punctuation

6. Spelling

7. Use of detail

8. Transitions

9. Conclusion

10. Overall Evaluation