



Introduction to Electronic Media/ #51022

Instructor: Wendy Wagoner

Contact information

Email Address: wwagoner@cuesta.edu

Phone Number: N/A

Office Location/ Hours: Private online meeting can be scheduled at the course site upon request. Your instructor needs at least 24hr. notice.

Instructor Contact Expectations:

The best and fastest way to contact me is email. I will generally respond to your emails within 24 hours during weekdays only. During busy times of the semester, the response time may increase to 48 hours. On weekends, I will do my best to get back to you ASAP but I cannot guarantee an expeditious response. I do not respond to emails on Sundays.

Course Environment:

This online course will be using a Web-based Learning Management System Canvas as the method to disseminate information. Canvas provides the framework for the course including PowerPoint presentations, student data files, the tools to receive and send course materials, and a grade book. Using the communication tools, you can communicate using e-mail, and you can share materials and ideas with other course participants via the discussion forums and groups.

Class opens / Accessing Canvas:

Prior to the Monday classes start June 17th, you will receive an email to your my.Cuesta.edu address providing you with a reminder that class will be starting and log in procedures for Canvas, the learning management system (LMS) used to deliver course content. You can access Canvas by logging into MyCuesta, then clicking on the Resources Tab, then clicking on Canvas in the Online Learning Channel, or by typing the Canvas address (<https://cuesta.instructure.com/>) into your browser address bar. Do not bookmark / favorite the canvas site after your login, or you will get an error message next time you try to log in. You must access the canvas log in directly.

If you are not familiar with logging into canvas, please refer to the [Canvas Quick Reference Guide](#). Once logged into Canvas you will be directed on where to get started. Be sure to read all the direction on the course home page.

If you are having difficulty logging into Canvas after June 17th and need assistance please email me or technical support at this email address: support@my.cuesta.edu.

Online Learning:

If you have never taken an online class or this is your first experience with Canvas, please be patient with yourself. Online classes are not inherently easier, although they may be much more convenient for many students. You should expect to spend at least as much time, if not more on this course as you would on a course that meets face to face. Since there is no lecture component, much of this time will be self-directed and there will be a substantial amount of reading, viewing, studying, and writing required. This course is completely online using Canvas; all coursework (discussions, assignments, quizzes) is submitted online. There are no face-to-face meetings. Please be prepared to spend 8 - 12 hours per week on coursework for this class.

IS an ONLINE CLASS FOR YOU?

- First, go to the [Online Readiness Resources](#) to take a "self-assessment". There are many resources that were designed to help you understand the basis for an online class and the skills necessary for success. (If the tutorials do **NOT** describe you, then taking this class online is **NOT** for you and I strongly suggest that you drop the online class and enroll in a traditional classroom section.)

Regular Effective Contact policy:

Regular and Effective Instructor Contact will be met through weekly instructor initiated threaded discussion forums; weekly announcements to students; timely and effective feedback on student assignments; email, phone or messaging to individuals; and virtual office hours.

You are expected to login at the course site throughout the 6 weeks of this course.

Course Description:

Presents the history, structure, function, economics, content and evolution of electronic media including radio, television, film and digital media and their impact on culture and society. Advisory: Eligibility for ENGL 156. Transfer: CSU; UC. (Formerly BCST21 and BCST221)

Student Learning Outcomes:

1. Identify key developments in the history of electronic media and their evolution as social, political and economic forces.
2. Describe the technological evolution of electronic media.
3. Identify the means of economic support for different electronic media including business models and revenue streams.
4. Describe the influence of laws and regulations on electronic media.
5. Demonstrate understanding of basic model of communication.
6. Compare and contrast electronic media with preexisting media.
7. Identify the cultural impact that evolution in electronic media has had on society nationally and internationally.

Text Book and Materials :

Electronic Media: Then, Now, and Later (3rd Edition)

by Norman J. Medoff (Author), Barbara Kaye (Author)

Technical Support

Cuesta students are encouraged to direct all technical support inquiries to support@my.cuesta.edu. If you are having issues with Canvas, you should contact the Canvas Support Hotline at (877) 921-7680, or click on the help button on the Canvas Navigation to report a problem.

If you are having difficulty viewing the course or logging in, it may be because you are not using the correct url: <https://cuesta.instructure.com/> or you are using your phone or using an unsupported browser.

Your learning environment is best accessed from a desktop or laptop computer, using Firefox or Chrome. This may solve your problem! Please review the [browser requirements and minimum computer specifications](#).

Accommodations:

This course is designed using an accessible Learning Management System, and course materials have been created with ADA compliance in mind. If you have a disability and might need accommodations in this class such as extended time on exams or other resources. Please contact the instructor as soon as possible so that you can receive appropriate accommodations in a timely manner. You should also contact [DSPS \(Disabled Student Programs & Services\)](#) at 805-546-3148.

College & Course Policies:

Academic Honesty Policy: Please note all students attending San Luis Obispo County Community College District at any district site and when representing Cuesta College in any off-campus activity, assume an obligation to conduct themselves in an acceptable manner compatible with the Student Code of conduct. Please review the [Cuesta College Student Code of conduct](#).

Add / Drop Policy: [Identify your course-specific add/drop policy] In addition to my policy, please review the Cuesta policy for drops

- [Add Policy](#)
- [Drop Policy](#)

Waitlist Policy: [Identify your course-specific waitlist procedures]. In addition to my course specific procedures, please review [Cuesta's waitlist procedure and instructions](#).