COM 350: Spring 2016
Electronic Media in Communication
Mondays 6:30-9:00 PM/Room: C 202

Instructor: Chad Stewart, MBA
Office: 202 Cabrillo
Office Hours: On request before Monday class
Email: cstewart@pointloma.edu

Themes:
- **Communication**
- **Story**
- **Technology**
- **Creativity**
- **Innovation**

Learning Outcomes:
By the end of the semester, students will be able to:
- Define the different areas of media and the significance each one plays
- Understand how technology and trends develop and how they influence society
- Comprehend the importance of story and its ability to persuade
- Think creatively and strategically in approaching projects and analyzing problems
- Design and conduct a research project in a specific area of media

Required Books:
- *Save the Cat! The Last Book on Screenwriting You'll Ever Need* (2005) by Blake Snyder
- *The Tipping Point* (2000) by Malcolm Gladwell
- All other reading will be linked through Canvas

Required Movies and Documentaries:
- *Star Wars* (1977)
- *Miracle* (2004)
- *Quiz Show* (1994)
- *Art & Copy* (2009)
- *Broadcast News* (1987)
- *The Social Network* (2010)

Course Overview:

- In this interactive course, we will share ideas, knowledge and experiences. Students will be graded based on their contribution and involvement throughout the semester. This is a communications class, and I expect each student to communicate clearly, listen intently, ask questions and come to each session prepared. We will not only learn from the readings, research and films, but also from one another. Several industry experts will be visiting classes either in person or through Skype, contributing their expertise on various topics we are covering. This class is meant to be informative, thought-provoking and fun.
- This course will include a variety of reading material: books and articles, films, documentaries and other online research. Some of the films or clips may occasionally include words or topics that some may find suggestive or provocative. This is not my intent. However, if you find any of the discussions or course content to be uncomfortable or offensive, please make me aware of this.

General Course Requirements:

- **Reading and Assignments:** Students are expected to complete assigned readings by the dates they are due and to be prepared to discuss those topics in class. Each week's assignment **will be due the following week**. Example: The assignment to watch the movie *Star Wars* for the week of January 12th is due for the following class. Readings are available from the assigned books or through Canvas. Questions pertaining to readings must be completed and posted to Canvas before class on the due date.
- **Writing:** Writing one-page summaries, written reports and the final written and verbal team presentation will be a large part of the testing and grading in this course. An important part of this course is learning how to translate ideas into clear, concise sentences. Reading summaries must be submitted to Canvas before the beginning of class on the date they are due. Each week's assignment will be due the following week. Assignments that are late or are submitted in any other manner will not be accepted. In order to maintain consistency, all written assignments must be typed; one-and-a-half (1.5) spaced; margins will be one inch (1") on top, bottom, left and right sides; and the font will be Cambria. Grammar, sentence structure, format and spelling will be considered in the grading of all written work. You must use APA citation style in all papers that require citations.
- **Teams:** At the beginning of the semester, students will be assigned to research teams. All team members must contribute to all elements of every project. Do not make agreements that enable members of the team not to fulfill this requirement. Concerns about participation should be directed to the professor early in the process. Do not wait until the end of the semester to tell me there was a problem with team members. Students who fail to meet their obligations at any point in the process will be removed from the team and be required to complete an entire content research project individually. Team members will all receive the same score for content research projects.
- **Exams**: You must take exams at the days and times listed in the syllabus.

Attendance:

- Attendance will be taken in all classes. Students will be allowed, without penalty, absences equal to one week's class. Students participating in programs representing the university that will require absences exceeding the allowed number are to make arrangements at the beginning of the semester or as soon as the student is aware of any conflict with class meetings. Medical excuses and excuses from other faculty members will not affect the absence but will be considered when allowing makeup work for tests, quizzes, etc.
- Please plan accordingly and use your absence wisely (this includes doctor appointments or employment issues). There are no exceptions to this policy, so please do not ask (barring serious illness or emergency, of course).
- Class attendance means that you are fully engaged in the course. Students who choose to read other material not related to the class, engage in irrelevant or disruptive conversations, study for their next class or use cell phones or other technologies will be counted as absent for the day. If such behavior continues, those students will be asked to leave the class. Cell phones must be turned off during class. There will be no texting or communication with others while in class. You can check your phone or make calls at the break or after class. If there is a medical emergency or family issue, please let me know.
- Students who will miss class because of a required university activity must submit any assignments that are due on the date being missed prior to that date.
- As noted in the university catalog, students who miss ten percent (10%) of class sessions will be reported to the Vice Provost of Academic Administration. Missing twenty percent (20%) of class sessions will result in the student being disenrolled from this course.
- In the event that you miss a session, you will be expected to get notes, handouts and assignments from another student in the class.
- It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university) with the withdrawal procedure. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may result in a grade of F on your official transcript.

Technology Policy:

Computers (laptops) may be used during class only for taking notes. Cell phones are only allowed when permitted by the professor for in-class projects. Please turn off the phone when you get to class, unless discussed with the professor prior to class, and at that point, the cell phone will be on vibrating mode with the sound turned off. Students who use their cell phones when not permitted will be counted as absent. Making audio or video recordings of class sessions is not allowed. Students may not mass distribute any course materials or content in any form (print or online) without prior permission of the instructor.

Notice to Students with Disabilities:

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodation. Point Loma Nazarene University students requesting academic accommodations must file documentation with the Disability Resource Center (DRC) located in the Bond Academic Center. Once the student files the proper documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual learning needs of the student. The policy assists the University in its commitment to full compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and ADA Amendments Act of 2008, all of which prohibit discrimination against students with disabilities and guarantees all qualified students equal access to and benefits of PLNU programs and activities.

Academic Dishonesty:

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior on examinations. Essentially, if you turn in work that is another person's work, without giving credit to the original person, it is plagiarism that is punishable by an automatic failing grade in this class (see PLNU's Academic Policies for more details).

FERPA Policy

In compliance with federal law, neither PLNU student ID nor social security number will be used in publicly posted grades or returned sets of assignments without the student's written permission. This class will meet the federal requirements by distributing all grades and papers individually or posting scores to Canvas. Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergraduate student catalog.

Changes to Syllabus:

The instructor reserves the right to make amendments, additions or deletions to this syllabus. It is each student's responsibility to stay current and be aware of any changes.

Guests:

An assortment of industry experts will be presenting to the class, either in person or through Skype. These presentations will usually be one hour long, with a Q & A afterwards. If any of these guests are unable to make it, they will be rescheduled or alternative arrangements will be made.

Grading:

Grades are based on a point system (listed below) that makes it easy for students to keep track of their grades throughout the semester. Again, this class includes both individual and group work . Students are expected to share ideas, insights and experiences to earn participation points. Your complete focus and involvement are required, and I will grade accordingly.

Weekly assignments	100		
Content research paper sections	100		
Team research presentation	50		
Midterm	100		
Final	100		
Overall participation	50		

Grading Scale			
470-500	A	370-384	C
450-469	A-	350-369	C-
435-449	B+	335-349	D+
420-434	B	320-334	D
400-419	B-	300-319	D-
385-399	C+	0-299	F

COM 350 Course Calendar
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January 12

Topic:	**Media Communication: What's Your Story?**
Areas Covered:	- Individual Introductions: Name, Major, Interests, Expectations
	- Class Overview: Topics, Policies and Assignments
	- Discuss Group Project and Teams
	- What's Your Story?
Movie:	**Star Wars** (1977)

January 18

Topic:	**No Class: Martin Luther King, Jr. Day**

January 25

Topic:	**The History of Media: 8 Events that Changed Television**
Areas Covered:	- Eight Significant Events and Why?
	- The Impact of Technology
	- Public Perception and Trust
Reading:	Chapters 1-2: *Save the Cat* by Blake Snyder
Movie:	**Miracle** (2004)
Assignment:	1-page written assignment

February 1

Topic:	**Television: What's the Purpose?**
Areas Covered:	- Why is it called Programming?
	- Truth versus Reality
	- Federal and Corporate Control
Guest:	Isaac Hernandez, ParablesTV
Readings:	Assigned Articles (See Canvas or Course Packet)
Movie:	**Quiz Show** (1994)
Assignment:	1-page written assignment

February 8

Topic:	**Advertising: The Audience, Products & Propaganda**
Areas Covered:	- The Rules of Advertising
	- Programming: The Commercial
	- The Hidden Message and Underlying Agenda
Guest:	Thomas O'Brien, Flyover Studios, LLC (Skype)
Documentary:	**Art & Copy** (2009)
Review Links:	Commercials
Assignment:	1-page written assignment

February 15

Topic	**Transformation: From Cable to Internet**
Areas Covered:	- The Expansion of Cable Networks
	- The Online Format: Amazon, Netflix & Hulu
	- Challenging and Breaking the Model
Guest:	Bill Wynne: His Channel
Watch:	**Sir Ken Robinson: *Do Schools Kill Creativity*** (TED Talks 2006)
Assignment:	1-page written assignment

February 22

Topic:	**Radio: From Airwaves to Online**
Areas Covered:	- News, Events and the Message
	- Mainstream Radio: The Agenda
	- The Growth of Alternative Radio
	- The Church: Sermons and Technology
	- Review for Midterm
Guest:	Salem Communication
Listen:	John Maxwell: *Five Things I Know About People*
Readings:	Assigned Articles (See Canvas or Course Packet)
Movie:	**Broadcast News** (1987)
Assignment:	1-page written assignment

February 29

Midterm Exam

March 7

Spring Break

March 14

Topic:	**Movies: An Overview of the Industry**
Areas Covered:	- Turning a Story into a Script
	- Casting: Actors/Director
	- Business and Marketing Plan
	- Obtaining Distribution
	- Securing Financing: The PPM
	- Film Production & Post
	- Marketing and Public Relations (PR)
	- Print and Advertising (P&A)
Reading:	Chapters 5-6: *Save the Cat* by Blake Snyder
Movie:	**To be Announced**
Assignment:	1-page written assignment

March 21

Topic:	**Movies: From Concept to Distribution**
Areas Covered:	- How the Industry Really Works
	- Why Some Films Fail and Others Succeed
	- What's the Hook?
Guest:	Mark Joseph, MJM Group
Readings:	Chapters 7-8: *Save the Cat* by Blake Snyder
Assignment:	1-page written assignment

March 28

No Class: Easter Break

April 4

Topic:	**Faith-Based Films: Advertising & Marketing**
Areas Covered:	- Focusing your Message
	- Finding your Audience
	- Targeting the Demographics
	- Utilizing Media: Grassroots and Faith-based Networks
	- Developing a Sermon for a Church Audience
Guest:	Ron Forseth: Outreach, Inc (Skype)
Readings:	Assigned Articles (See Canvas or Course Packet)
Assignment:	1-page written assignment

April 11

Topic:	**Technology & Trends: The Tipping Point**
Areas Covered:	- How Do Trends Start? What Keeps Them Going?
	- The Three Rules of Epidemics
	- The Law of a Few
	- Connectors, Mavens and Salesmen
Guest:	To be Announced
Reading:	Chapters 1-2: *The Tipping Point* by Malcolm Gladwell
Movie:	**The Social Network** (2010)
Assignment:	1-page written assignment

April 18

Topic	**Technology, Marketing & Social Media**
Areas Covered:	- The Growth of Technology
	- Marketing: Its Impact and Influence
	- Social Media: Myths versus Reality
	- Discuss Final Exam and Group Presentations
Guest:	Mike Hatcher: FrontGate Media
Reading:	Chapters 4-5: *The Tipping Point* by Malcolm Gladwell
Assignment:	Work on Group Project

April 25
Assignment: Final Exam

May 2
Assignment: Group Presentations

Guests & Company Bios

Isaac Hernandez is responsible for the acquisition of high definition content for **Parables TV,** the first Christian 24/7 HD movie network in the world. Prior to this, Isaac was a Programming Executive for the Trinity Broadcasting Network, one of the world's largest broadcasting groups. His responsibilities included acquiring and scheduling numerous movies for the network as well as overseeing the relationships with filmmakers and motion picture distributors. For over 25 years, Isaac directed many of the programs produced by TBN, including their live flagship show *PRAISE THE LORD*. Isaac was also the director of PAXtv's live flagship program *GREAT DAY AMERICA* when PAXtv first launched. Isaac has over 30 years experience in the Christian broadcasting industry.

Flyover Studios was established by a family with over 40 years of media and entertainment experience that includes owning, operating and investing in TV and movie studios, TV and radio stations, print and web publishing interests, and movie theaters. Flyover brings together talented and creative storytellers united by a passion for great entertainment that enriches the lives of families around the world. Flyover Studios creates powerful stories and authentic characters that stimulate the mind and awaken the human spirit, making the extraordinary possible in all of us.

Bill Wynne has been involved in the investment and film industries for forty years. Skilled in business and finance, he was instrumental in the development stages of the $500-million-dollar film studio project in Plymouth, Massachusetts, an undertaking that focused on family friendly and faith-based films. Along with many Biblical movie projects, including *The Resurrection* and the sequel to *The Passion of the Christ*, Bill has been involved with Calvary Chapel Fellowship for years and hosts the weekly series *Answers for Today* on **His Channel**, reaching 500,000,000 people monthly. Bill holds a Bachelor of Science degree in Mechanical Engineering from the University of Colorado and a Masters in Business Administration from Harvard University.

Salem Media Group is the largest faith-based communication company in the world. Salem is America's leading radio broadcaster, internet content provider and book publisher for audiences interested in Christian and family-themed values and content. Salem Radio Network syndicates talk, news and music programming to approximately 2,000 affiliates. Salem Web Network is the

leading internet provider of Christian content and is a leading publisher of Christian-themed magazines.

Mark Joseph is an award-winning film and music producer, author, columnist and founder of MJM Entertainment Group. Mark started his career in television anchoring the *Entertainment Report* for CNN and spent five years at Walden Media. In 2004 he produced the award-winning rock soundtrack for *The Passion of The Christ*. Mark has developed and marketed twenty-six films, including *The Chronicles of Narnia, Ray*, *Because of Winn-Dixie, 2016, I Am David* and *The Ultimate Gift*. He won a Capra Award for his work as producer of the film *Doonby* and a GMA Music Award for his work as producer of *The Passion of the Christ: Songs*. Mark is a regular contributor to Fox News and *The Huffington Post.*

Ron Forseth is vice president of business development at Outreach, Inc., the largest provider of church outreach services in the world. Ron is founding executive editor of ChurchLeaders.com and editor of SermonCentral.com, the world's largest online community of pastors. Ron has consulted with hundreds of organizations in the faith arena, particularly in the area of publishing, marketing, advertising and films. He was integrally involved in the promotion of *The Passion of the Christ; The Lion, the Witch, and the Wardrobe;* and *Man of Steel*. He is sought after for his expertise in strategic marketing.

Founded by Scott Shuford in 2001, **FrontGate Media** group is the largest internet and event media group and marketing service reaching the culture-engaged faith and family values audience that represents $4.6 billion worth of Christian products purchased by consumers annually according to *USA Today*. In 2011 and again in 2013, FrontGate received the Best Faith-Based Website award from the Web Marketing Association in the Internet Advertising Competition. FrontGate Media is the #1 culture-engaged web network and events group reaching the Christian audience: 5 million email newsletter subscribers and 37 million monthly online page views.

Born in Newport Beach, California, **Chad Robert Stewart** has twenty years of experience as a global strategist, international consultant, and producer. Founder of Devonfield, Chad's areas of expertise are global strategy, film and media production, and international marketing. Chad has worked at Bank of America, Morgan Stanley and Merrill Lynch. A few of the companies he has consulted with include Cisco Systems, Moen, PepsiCo, Pratt-Whitney and Royal Bank of Scotland. He received a Bachelor of Arts in British Literature and European History from Brown University; did post-graduate work at Harvard University; earned an M.B.A. from Boston College; pursuing a Master of Science in Advanced Management at Claremont Graduate University, and continues study at the Institute of Directors, London; and Stanford Graduate School of Business. Now based in San Diego, he is a strong supporter of education and the arts and sits on the Board of Horizon University; adjunct professor at Point Loma Nazarene University; and Past President of the Board of Directors of the San Diego Ballet. Chad enjoys world travel; reading; tennis, riding, swimming, sailing and the Arts.