



NEWS RELEASE

CONTACT:
Kathy Funke, Director
News & Information Services
812/465-7005
FAX 812/464-1956

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Do your homework: Turn ON the TV!

Who says there's nothing worth watching on television? This January, the University of Southern Indiana will offer a core of introductory communications courses on video tape and a live class on selected Indiana cable television systems and satellite receive sites around the state. An English course will be offered on videotape and CD-ROM. It's part of the University's growing distance learning program designed to bring higher education to adults who are not able to come to campus when classes are offered.

"We are reaching out beyond the campus to provide learning opportunities to those who need college courses, but for a variety of reasons can't get them. They may be working an overnight job; or they may be home raising children. Regardless of the circumstances, these courses fill their needs. They can watch the instruction at home on their VCR and communicate with their instructor by telephone, mail, or computer. The courses contain the same content as the on-campus classes; but the main difference is the distant learner controls the timing," said Dr. Karen H. Bonnell, manager of Distance Education Programming at USI.

JRN 181, an Introduction to Mass Communications, will be shown on some cable systems and on IHETS TV (Indiana Higher Education Telecommunications System). The course will air live on Tuesdays and Thursdays from 1 to 2:15 p.m. Evansville time beginning January 14. The instructor is Ronald Clair Roat, assistant professor of communications, and author of the Stuart Mallory mystery series. Roat's course introduces students to the various fields of mass communications including radio, television, print publishing, and films. His lectures often contain anecdotes from his early experiences as a reporter, as editor of a daily paper, and as an author. "Students learn more from real experiences," Roat said. "So, I lace my typical lecture material with examples of how the worlds of newspaper and book publishing actually work. We also want to get students interested and busy at giving it a try themselves. There's room for plenty of energetic people in the Information Age."

Students can take the 3-credit-hour JRN 181 on videotape with USI instructor Robert Jeffers, or they may take the same videotape course in one-credit-hour components: JRN 183 (1 credit hour) Introduction to Print Media, JRN 184 (1 credit hour) introduction to Broadcast Media, and JRN 185 (1 credit hour) Movies and Mass Media. Jeffers explains, "The course is divided naturally into three segments: the print media, the broadcast media, and the movie industry. Each segment includes the histories of the respective media, the prominent personalities that helped shape them, and how mass media are used in America. Key issues such as censorship and violence in the media are also examined."

Other 3-credit-hour videotape courses are available to those interested in communications. Associate Professor Robert Carroll will teach his ADV 241 Introduction to Advertising course and PRL 261 Introduction to Public Relations for distance learners. As introductory courses to professional fields, ADV 241 and PRL 3261 give comprehensive overviews of those areas. As Carroll explains, "the courses cover the historical perspectives, requirements to enter the professions, duties and responsibilities, the process involved in advertising and public relations, strategies and tactics used in the fields, as well as developing an understanding of the role of

each of the media used by advertising and public relations professionals." It is strongly recommended that students attain sophomore standing prior to enrolling in ADV 241 or PRL 261.

Professor Dal Herring's videotape course, COMM 494 Mass Communications Law, is open to college juniors or seniors. "The course covers the judicial system in general, First Amendment issues and controversies, libel and slander, torts of privacy, the media vs. the judiciary, the right to gather news, pornography, intellectual property (copyright, trademarks and patents), and regulations for advertising and broadcasting," said Herring.

RTV 151 A survey of Contemporary Broadcasting covers the history of radio and television as well as current telecommunications issues and trends. The instructor for this videotape course is Wayne Rinks, assistant professor of communications, and manager of WSWI-AM, the USI radio station. Rinks says the course "explains why U.S. radio and television developed as advertiser supported media relatively free of government content regulation. We also explore how and why broadcasting and cable are regulated differently from the print media. Students who seek to understand the electronic media in America, past, present, and future should take this course."

ENG 330 Minority Literature will combine videotaped lectures with CD-ROM instruction. Betty Hart, associate professor of English, says her students will be required to have access to a computer with a CD-ROM drive in addition to a VCR. "This course offers an excellent opportunity for anyone to learn more about diverse ethnic cultures in America while participating in lively on-line discussion groups (chat sessions) with other distance students and on-campus students. I am especially hopeful that area teachers will see an opportunity in taking this course to enhance their knowledge and appreciation of ethnic literature," Hart said.

Students also will need a computer to take CIS 151 Computer Application in Business and CIS 160 an Introduction to Microcomputers with Larry Arp, associate professor of business. "These courses are good opportunities for computer owners to learn how to use the Microsoft Office Windows software or DOS-based software that was bundled with their computer," Arp said. "Computer-based instruction is used exclusively to master basic functions. Students can work at times of their own choosing and at their own pace." Testing is conducted at USI or at remote sites.

USI's School of Nursing will continue offering courses using two-way videoconferencing technology in addition to IHETS-TV to reach its students in the Vincennes and Jasper areas of Indiana. Nursing majors living in those areas will be able to enroll in selected undergraduate and graduate courses.

For information about how to enroll in a USI distance learning course, contact the USI Office of Extended Services at 1-800-467-8600. USI classes begin on January 13. A schedule of distance learning courses offered throughout the state is available from the Indiana College Network by calling 1-800-ICN-8899.