

FROM LUCY TO LOST: INTRO TO SERIES TELEVISION



FMP 294

SYLLABUS: Online Fall, Session A, 2017

August 17 – October 6, 2017

SLN 75792 & 75793

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TEXTBOOK: none

COURSE DESCRIPTION AND OBJECTIVES

Prior to 1844, information moved only as fast as a human, a horse, or a pigeon could carry it. Then came the telegraph, followed by the telephone... Today, information passes instantaneously. It can topple governments, ruin careers. It took the telephone 80 years to integrate into as many households as it took television ten years. The average person watches 4 hours of television per day.

Believe it or not, network television began over three quarters of a century ago. Four months after NBC station W2XBS began regular programming in 1939, the first live baseball game between the Cincinnati Reds and the Brooklyn Dodgers was broadcast. Television was gathering momentum in the public consciousness, and then the US entered World War II. The war halted television's development for a number of reasons. One of the major factors was that so many men were being drafted, stations were forced to shut down.

So, it wasn't until 1947 that television really began to make serious inroads into the nation's culture and its way of life.

"We had a rating of 80, a share of 83.9. Of course I used to say there were only 83 sets..."
MILTON BERLE, host Texaco Star Theatre, 1948.

Those first regular programs in the late Forties were mainly variety shows, or comedies starring radio personalities like Milton Berle, Jack Benny, Burns and Allen, or anthology dramas broadcast live such as *The Kraft Television Theatre* which was exactly what it said, plays staged in front of TV cameras. In its early years, television had yet to find its own individuality, its own unique character, so it simply borrowed from radio and theatre.

By 1950 TV was in 10% of American households. Five years later, it had reached 64%. Huge numbers of people had returned from military duty in WWII. This was the start of the Baby Boom. TV was seen as the electronic hearth around which the family would gather in the evening to restore the whole concept of American family. The linking of both coasts by coaxial cable in 1951 meant that the same programs could be seen simultaneously nationwide. The new challenge was to come up with shows to feed a nation hungry for entertainment in this new medium. Television devoured more material than radio and motion pictures combined... and then some... and the pressure was on writers, performers, producers and directors to keep the ideas coming.

The first golden age of television was about to begin.

This course has been designed as a prerequisite for the existing and popular course, *Developing A TV Series*. Many of you wish to pursue a career in television, to work as a writer and/or producer and, eventually, to create and run your own series. This is an admirable goal and, if you are successful, it will prove to be both creatively and financially rewarding. However...

Picasso didn't wake up one morning and say to himself, "I think I'll invent Cubism!" Picasso studied and absorbed every school of painting that had preceded him. He painted in those styles... pushed them to their limits... until, finally, a voice inside him pushed him into a revolutionary form of art. There are numerous and similar stories in any art form: Joyce, Beethoven, Ibsen, to name a few. Read Joyce's early works, listen to Beethoven's first symphony, watch Ibsen's *Peer Gynt*... then take a look at their later works. Incidentally, if you have no idea who these people are, you have some more classes to take. Television writers and producers need to have an enormously broad general education. If you're sitting in a writers' room, and someone mentions *Miss Julie*... could that plot work for an episode?... and you have no idea what they're talking about, you're not going to be around too long.



So, if you want to create the next *Breaking Bad* or *Black-ish*, keep in mind that the creators of those series learned their craft writing countless episodes of other peoples' shows, in widely differing styles. And, like all successful television writers, they immersed themselves in the landmark series that helped television evolve.

This course will take you on a journey from scripted television's early beginnings in the Forties up to the present day. We will explore the various series, comedy and drama, that changed

television and, as a result, transformed our culture forever. We will also place these series within their social and cultural framework. As we will discover, from the madness of *I Love Lucy* to the paranoia of *The X-Files*, each series was a child of its time.

COURSE SCHEDULE

The course is divided into six modules:

Module 1: Early Television

Module 3: The Seventies

Module 5: The Nineties

Module 2: The Sixties

Module 4: The Eighties

Module 6: The 21st Century

At the end of each module there will be a quiz consisting of 20 multiple choice and fill in the blank questions based on the lectures and the videos you have viewed in that module. You will have 25 minutes to complete the quiz, and it must be taken before you can continue to the next module. You will be penalized if you go over that time limit. Overtime penalties are applied upon successful submission of your quiz, and any points you lose will be displayed alongside your final score on your quiz receipt.

There is no on-screen timer, so you are responsible for keeping track of your own time. The quiz page will clearly state the exact time you started the quiz, so there is no excuse for not knowing when you should submit it. The only times that matter are the start and end times as recorded by Herberger Online's servers, and those are the times that will be used to calculate any and all overtime penalties. As such, no points will be added to a quiz score, and no quiz grade will be changed, simply because you say that your clock/phone/computer said something else. Do not waste your time taking screenshots or photographs of the quiz page to prove you were under the time limit; that's not the official time.

It should go without saying that the best way to avoid overtime penalties is to study the material beforehand, and simply be prepared. If you attempt to open new tabs to Google for an answer, or anything else like that, not only will you risk an error upon submitting the quiz, but such activity only eats up more of your time. If you try to access the course lectures on another tab or computer while taking a quiz, that quiz will be voided and you will receive zero points. There's plenty of time for any prepared student to answer all the questions. Please note that you will not be able to pass the quiz unless you have listened to all the lectures and watched all the videos in that module. Please keep in mind that Herberger Online has a record of exactly how much time you spend on the course website. You are advised to make extensive **handwritten** notes as you listen to the lectures and watch the episodes. You are allowed to use these handwritten notes during the quizzes. A number of the questions in these quizzes will focus on the final couple of acts of the relevant episodes. Just in case you decide to opt out early from a screening.

I will post updates on new television series and trends when I think they're relevant. Material in this section will not be included in the quizzes, but I've received a great deal of positive feedback about this feature in previous classes. You will find these updates in the Instructor's Blog under the Discussions tab on the home page. As an incentive for you to read this material I will sneak in a 3-point extra credit question now and then.

Each module will also have a discussion board. The discussion board will close at the same time as the quiz for that module. You can post comments about the videos and the excerpts that you have viewed in the module. The discussion board was requested by previous students in this course. They wanted the opportunity to exchange their thoughts about the material in a grade-free environment. I will certainly chip in if I find interesting dialogues. Please keep the comments clean and polite. While you do not receive a grade for your observations, I will swoop down and deduct points from your total score if you are obscene or insulting. However, when the semester is over and I'm grading, a student who has less than an half a percentage point from a higher grade may get that grade boosted, if the student has made a number of serious and meaningful contributions to the Discussion board. Please don't include queries about the quizzes here. According to the Family Educational Rights and Privacy Act (FERPA), I cannot discuss a student's grades (points) in a public forum such as this discussion board. Email me privately about such matters.

IMPORTANT: ACCESS TO THE VIDEOS

The Herberger Institute for Design and the Arts is committed to making our online class offerings as cost-effective and educationally sound as possible. However, we are required to adhere to the TEACH Act (Section 110(2) of the U.S. copyright law) which specifies conditions under which educators may perform or display copyrighted works in distance education or online environments. We are permitted to show excerpts and, whenever possible, we obtain and pay for licenses to make full-length material available on our course websites. However, no licenses are available for the full-length television series episodes covered in this class. This means that you will need to use other means to view these films via Amazon, Hulu Plus, Netflix, YouTube, etc.

Amazon Prime, Hulu Plus and Netflix all have free trial periods so, if you are not already a member, you may be able to time your trial period effectively. There are other locations where you may be able to find some of these titles, such as iTunes, and many will be available on DVD at an ASU or local library. We have tried to make this list as simple as possible. Your total cost for viewing these films will still be far less than a single textbook.

Here's a breakdown of your options for these specific films. They are listed in the order they appear in the course.

<p>I Love Lucy: Lucy Does A TV Commercial (Season 1) Amazon – Prime streaming on “The Best of I Love Lucy” Hulu – streaming Netflix – DVD only YouTube – \$1.99</p>
<p>Dragnet: The Big Actor Amazon – DVD only Hulu – N/A Netflix – DVD only YouTube – search “dragnet big actor” Also available at https://archive.org/details/DragnetTheBigActor</p>
<p>Medic: The Wild Intruder Amazon – DVD only Hulu – N/A Netflix – N/A YouTube – search “medic the wild intruder” Available at https://archive.org/details/MEDIC_The_Wild_Intruder</p>

<p>The Honeymooners: The \$99,000 Answer Amazon – DVD only Hulu – N/A Netflix – DVD only YouTube – search “honeymooners \$99000” Also available at https://archive.org/details/The_Honeymooners</p>
<p>Maverick: Duel at Sundown (Season 2) Amazon – \$1.99 Hulu – N/A Netflix – N/A YouTube – search “maverick duel sundown” \$1.99</p>
<p>The Dick Van Dyke Show: That’s My Boy? (Season 3) Amazon – \$1.99 Hulu – streaming Netflix – N/A Sometimes available on YouTube and dailymotion.com</p>
<p>Star Trek: The City on the Edge of Forever (Season 1) Amazon – Prime streaming Hulu – streaming Netflix – streaming</p>
<p>The Fugitive: Fear in a Desert City (pilot) Amazon – DVD only Hulu – N/A Netflix – DVD only Available on YouTube The version with German subtitles has better quality video Available at archive.org search “fugitive series” better video quality Available at dailymotion.com search “fugitive fear in a desert city”</p>
<p>The Simpsons: The Crepes of Wrath (Season 1) Amazon – streaming \$2.99 Hulu – N/A Netflix – DVD only YouTube – \$1.99</p>
<p>Twilight Zone: Nightmare at 20,000 Feet (Season 5) Amazon – Prime streaming Hulu – streaming Netflix – streaming Sometimes available on YouTube</p>
<p>Mary Tyler Moore: Chuckles Bites The Dust (Season 6) Amazon – streaming \$1.99 Hulu – N/A Netflix – DVD only Usually available on YouTube</p>
<p>All In The Family: Archie Gives Blood (Season 1) Amazon – DVD only Hulu – N/A Netflix – DVD only We have a special ASU Library link for this episode which you can access through the link in the course classroom.</p>
<p>Hancock: The Blood Donor Amazon – N/A Hulu – N/A Netflix – N/A Available on YouTube: search “hancock blood donor” There are a number of versions, some poor video quality</p>
<p>Taxi: Elaine’s Strange Triangle (Season 3) Amazon – DVD only Hulu – N/A Netflix – DVD only Available at Dailymotion at http://www.dailymotion.com/video/xwh1qd Also available on YouTube but the quality is poor</p>
<p>Hill Street Blues: The Second Oldest Profession (Season 2) Amazon – \$1.99 Hulu – streaming Netflix – DVD only</p>
<p>Cheers: Homicidal Ham (Season 2) Amazon – Prime streaming Hulu – streaming Netflix – streaming YouTube \$1.99 Also available at dailymotion.com</p>
<p>St. Elsewhere: Cora and Arnie (Season 1) Amazon – streaming \$1.99 Hulu—streaming Netflix – DVD only Available on You Tube but poor video</p>

L.A. Law: Blood, Sweat and Fears (Season 4)		
Amazon – N/A	Hulu – N/A	Netflix – N/A
Available on YouTube search l.a. law blood sweat fears		
Seinfeld: The Soup Nazi (Season 7)		
Amazon – DVD only	Hulu – streaming	Netflix – DVD only
May be available on dailymotion.com		
The X-Files: Ice (Season 1)		
Amazon – streaming \$1.99 or \$2.99 HD	Hulu – streaming	Netflix – DVD only
Sometimes available on dailymotion.com		
Frasier: The Ski Lodge (Season 5)		
Amazon – Prime streaming	Hulu – streaming	Netflix – streaming
YouTube \$1.99 Sometimes available on dailymotion.com		
ER: Blizzard (Season 1)		
Amazon – streaming \$1.99 or \$2.99 HD	Hulu – N/A	Netflix – DVD only
The Sopranos: College (Season 1)		
Amazon – Prime streaming	Hulu – N/A	Netflix – DVD only
Available at hbogo.com for HBO subscribers		
Also available at ASU library and most local libraries		
24: Midnight to 1:00 (Pilot)		
Amazon – Prime streaming	Hulu – N/A	Netflix – DVD only
YouTube \$1.99		
Arrested Development (Pilot)		
Amazon – streaming \$1.99 or \$2.99 HD	Hulu – streaming	Netflix – streaming
The Wire: The Target (Season 1)		
Amazon – Prime streaming	Hulu – N/A	Netflix – DVD only
Available at hbogo.com for HBO subscribers		
Also available at ASU library and most local libraries		
Lost (Pilot, Part 1)		
Amazon – streaming \$1.99 or \$2.99 HD	Hulu – N/A	Netflix – streaming
Also available at ASU library and most local libraries		

QUIZZES

All six modules open at the beginning of the session. For each module, there is one quiz to complete before you can move on to the next module. Please note that all quizzes close at 11:59 P.M. on their respective dates. Please read the section of the syllabus that informs you about excuses for missing a quiz. THERE ARE VERY FEW, and they need to be well documented. It is always best not to wait until the last minute to take any of these quizzes. You don't need to be a genius at math to figure out that missing one quiz is going to seriously affect your final grade.

Please note that the quizzes do not all deadline on the same day of the week. I have juggled the dates to give you some extra time for the Labor Day weekend.

Module 1: Early Television

Quiz and discussion close Friday, August 25 at 11:59 P.M.

Module 2: The Sixties

Quiz and discussion close Friday, September 1 at 11:59 P.M.

Module 3: The Seventies

Quiz and discussion close Monday, September 11 at 11:59 P.M.

Module 4: The Eighties

Quiz and discussion close Wednesday, September 20 at 11:59 P.M.

Module 5: The Nineties

Quiz and discussion close Thursday, September 28 at 11:59 P.M.

Module 6: The 21st Century

Quiz and discussion close Friday, October 6 at 11:59 P.M.

General Conditions for Taking an Online Quiz:

- You need to have reliable access to the Internet on the assigned day of the quiz.
- Starting a quiz during the last 10-15 minutes of the quiz window is unwise, especially if you encounter technical problems.
- Quizzes can only be taken online. Submission of quizzes via email or in printed form will not be accepted.
- The use of smart phones for taking a quiz is forbidden. Do not even attempt it.
- Quizzes are not to be taken as a group effort or with any other form of collaboration.
- No other Web pages can be open while taking a quiz. The system logs all browser activity. **Opening new browsers or new browser tabs can invalidate your quiz session. All browser activity is logged by the Web server. Accessing course videos while you are taking a quiz will result in a failed quiz session.**
- **You are allowed to use your handwritten notes ONLY.** No other computer or Web pages, including search engines, should be open while taking a quiz. Accessing, or trying to access course lectures or any other course page while you are taking a quiz or opening new browsers, etc., will log you out of the exam/quiz and invalidate your exam/quiz session, which will result in a zero grade for that particular quiz... no exceptions. All violations of this policy detected during the semester will be sanctioned, even if the exam/quiz has already been submitted. Finding answers on Google, Bing, etc. can invalidate your quiz session. Please be aware that all browser activity is logged by the Web server. If your activity log contains a message such as "User entered site multiple times with an open Assessment", you will receive a score of zero (0) for that quiz. If there is a second instance of access to outside material during a quiz, your grade will be lowered by one full letter. A formal request will also be filed that you receive a grade of XE (Failure due to Academic Dishonesty) in the course.
- For the serious consequences of violating academic integrity, please go to: <https://provost.asu.edu/academicintegrity>

Submitting Online Quizzes

Certain conditions apply for the submission of an online quiz. The important ones are:

- Online quizzes that have been submitted CANNOT be reset (see below). Grades will stand as posted.
- If you experience computer or technical problems during an online quiz DO NOT SUBMIT the quiz. For instance, if text or images fail to load, or the quiz itself seems incomplete or unresponsive.
- If you suspect a technical error, exit the browser immediately and address the problem by trying to take the quiz again on a different computer, or by contacting technical support at holsupport@asu.edu. Do not contact the instructor.
- Remember: submitted quizzes cannot be retaken. **No exceptions.**

Resets for Online Quizzes

A reset for an online quiz is an action usually taken by a student prior to contacting technical support. If you experience a glitch during an online quiz, click the course logout button and close your browser. When you attempt to restart the online quiz, the system will ask you to confirm the reset. Some important facts about resets:

- Only one online reset is allowed per online quiz.
- **In total, only two online resets of online quizzes are allowed in a semester. In other words, you can only reset two of the six quizzes available in this online course.**

Missed Quizzes

It is the student's responsibility to be aware of the dates and times for the online quizzes, however, there are conditions that apply for missed online quizzes. The important ones are:

- An online quiz can be taken if it was missed because of an excused absence (see below). Permission from the instructor is necessary.
- A missed online quiz for reasons other than an excused absence can be taken only with permission from the instructor.
- If you miss an online quiz, you must inform the instructor immediately or at least within the subsequent 48 hours and provide an electronic copy (e.g., a PDF file) of the document supporting your absence (e.g., doctor's note, funeral announcement, letter from ASU's Athletic Department, etc.).
- If you experience personal, medical or other unforeseen problems during a quiz, DO NOT TAKE OR SUBMIT THE ONLINE QUIZ – instead, email the instructor immediately to begin a discussion of your situation.

- Depending on the situation, the instructor may ask for a different type of quiz as the replacement for a missed online quiz.

Excused Absences

Excused absences apply for online quizzes. They include:

- Personal illness (documented);
- Religious holidays (conforming to the ASU list);
- Unexpected personal emergencies such as death of an immediate family member (documented);
- Jury duty or other similar court obligation;
- Military duty and/or assignment;
- Direct participation in a sport event as an ASU athlete (documented).

Absences that will not be considered include:

- A previously scheduled obligation such as a family reunion or trip;
- Personal obligations prior to or after an official holiday;
- Job obligations;
- Attending a wedding (even your own);
- Illness of a family member;
- Workload in other courses;
- The death of a pet.

Make-up Quizzes

If granted, the date for a make-up exam will be determined by the instructor in concert with student needs. NOTE: Any act that violates the implicit code of academic integrity will be dealt with in the appropriate manner.

Technical Support

Please do not contact your instructor with technical questions. Herberger Online handles all technical questions and issues that may arise in this course.

Please contact the support team immediately if you encounter technical issues while completing an assignment and you are unable to resolve the problem and reset your work.

The Herberger Online support team is available to assist you 24 hours a day, 365 days a year. You may reach them anytime at:

- holsupport@asu.edu
- 1-888-298-4117
- 480-965-3057 (International)

When contacting support, please provide:

- The full name of this course and SLN of this course.
- The title(s) of any assignment(s) you're having trouble with
- A brief description of the problem
- Detailed, step-by-step instructions to reproduce the problem

GENERAL WARNING and ONLINE POLICIES

Some of the videos in this class contain language that is considered obscene or profane. Also, there may be scenes that are graphically explicit in portraying sexual or violent acts. And there may be ideas or practices endorsed by a specific motion picture that are considered immoral or amoral by some standards. Please consider the cautions above carefully because this class might not be for you and the appropriate time to withdraw is now. Also, if you find material in glorious black-and-white with monaural sound distracting or difficult to view, please make that a big part of your consideration for taking the class. You are responsible for all viewing materials.

Online courses are significantly different from 'live' courses. Consequently, students need to be aware of protocol and conditions that govern such courses.

Computer Requirements: You must have a computer – your own or have access to a computer on campus – that will allow you to interact with the online course. The computer must be capable of consistently streaming QuickTime movie files. The use of smart phones (iPhone, Blackberry, etc.) is not recommended. This course is known to work on all major browsers, including Safari, Firefox, Chrome, and Internet Explorer, on both Macintosh computers and PCs.

Additionally, you must have computer skills that will allow you to surf the internet, access specific sites, confer via email, download and upload files, and any other course-related activities.

Office Hours: There are no office hours for this online course. With the exception of questions about computer support, technical issues, and online exams, which must be addressed with the computer support group (above), please communicate directly with the instructor via email (Philip.Taylor@asu.edu). Because of ASU policy you must use your ASU email address when communicating with the instructor. Please be mindful that emails are not always effective in communicating the intent of your message. Consequently, take the time to compose what you want to say. Remember: You are not texting a friend who knows you well! **PUT THE TITLE OF THE COURSE IN THE SUBJECT LINE.**

General Conditions: As stated above, access to a suitable computer and adequate computer skills are critical for your success in this online course. Consequently, the instructor will not consider computer-related excuses for the failure to meet course requirements (excuses such as: technical incompatibility, sudden infection by computer viruses, inadequate access to the Internet or any other similar reasons). Neither will inadequate computer skills be considered as a valid excuse for not successfully completing the course.

NOTE: You are strongly advised not to enroll in the online course if either computer access or computer skills are an issue.

SPECIAL ACCOMMODATIONS

To request academic accommodations due to a disability, please contact the ASU Disability Resource Center. <http://www.asu.edu/studentaffairs/ed/drc> (480) 965-1234

This is a very important step as accommodations may be difficult to make retroactively. If you have a letter from the Disability Resource Center indicating that you have a disability which requires academic accommodations, in order to assure that you receive your accommodations in a timely manner, please present this documentation to me no later than the end of the first week of the semester so that your needs can be addressed effectively.

CLASS POLICIES

If you are found cheating on the quizzes, you will fail this class.

The Course Withdrawal Deadline: If you wish to withdraw from this course, it is your responsibility to do so. Course registration changes are processed through My ASU: <http://my.asu.edu>

GRADING

Each of the six quizzes will contain 20 questions with a value of 2 points per question. Therefore, the quizzes will have a total point count of 240. Your final point count will be converted to a letter grade as follows:

97% ↔ 100% A+
94% ↔ 96.9% A
90% ↔ 93.9% A –
87% ↔ 89.9% B+
84% ↔ 86.9% B
80% ↔ 83.9% B –
76% ↔ 79.9% C+
70% ↔ 75.9% C
60% ↔ 69.9% D

Anything less than 60% is failing.