Hello, everyone! Welcome to Film 3370, the new television, Summer 2026. If you're watching this, it means that you've successfully enrolled in the course, you've found your way to e-class, and you're on your way.

I'm your course director, Dr. Jillian Helfield, and I'm looking forward to spending the term with you. I think you'll find the subject matter very interesting, and it's my hope that you'll not only learn about the new television, but also about the new media in general.

So that the next time you sit down to watch something on HBO, Crave, Prime, Netflix, Disney, AMC, Amazon, Hulu, YouTube, or any other streaming platform, television program, or web series, you'll appreciate it from a whole new perspective.

In this brief pilot episode, I will go over some of the important elements of the course and eClass which you need to be aware of.

First, the subject matter.

This fully online course explores the late 20th and early 21st century boom in cable and TV that revolutionized television programming and spectatorship with innovative strategies for development, production, and marketing.

We'll look for recent changes in TV practice in which boutique programming, alternative forms of consumption, and new powerful industrial synergies have reconfigured our understanding of the medium and our responses to it.

We'll also continually engage with the question frequently posed by experts and scholars.

Given the radical changes produced by the new television, is it, in fact, still television?

These areas of exploration and engagement are covered throughout the course, or episodes, in this class.

This is a 12-week course that has been condensed into 7 weeks for the summer term, and it's divided into 7 topics, each of which

Six of which include two different episodes related to that topic, one of which only has one episode. That's the last week, week 7.

The episodes and new weeks will be posted on Monday, at the start of every new week.

In the past, we posted them on Mondays and Wednesdays, but we find that by posting both topics at the start of the week, and both exercises, it gives everyone more time to go through them and to complete the assignments for each episode.

The topics and episodes are organized around the history of television.

Which includes its socio-cultural importance as a medium of entertainment and information, its cultural production, and its adaptation and innovation of digital and internet technologies.

Each of the 12 episodes include the various learning objects related to the main subject matter.

Audio-visual lectures, screenings, readings, exercises, and recommended video extracts and articles that have been posted for your interest.

The syllabus has already been sent by email to registered students. If you enrolled late and didn't receive it, please make sure that you look for it in eClass, where it's posted, and that you read it carefully and understand the course requirements. It's a very comprehensive syllabus, so it should have all the answers to your questions about the course. However.

Once the course is underway, the syllabus will not be updated any further.

Any changes or adjustments will be posted in the course, in course announcements, or somewhere on the website where it's relevant. And that's where you should be looking every day for new information, as your syllabus will no longer be the most current source of information.

If you continue to go only by the syllabus, and not the website or course announcements, you might miss out on something important that could impact your performance in the course.

Also, make sure that you explore the eClass website so that you know where things are. You should read the assignment instructions and guidelines, and take note of all the requirements for the course, assignments, as well as due dates for the assignments.

And you should look for your tutorial meeting places, which are also in eClass. You'll see a block on the website which shows the tutorial meeting places. These are your groups, and the names of your TAs, as well as their contact information. This is where you'll find a welcome message from your tutorial leader, and also where you can post and receive messages,

And where you can receive messages from your TA and your fellow tutorial members. If there's any confusion about which tutorial group you belong to, please let me know. I can look it up on the class list.

incentive to you.

And now, a few words about how the course works.

As mentioned, it's fully online.

I'm just going to share the course with you so we can go through it together. Give me one second.

And here we are in the course.

We've designed this website, the course content, the evaluative methods, and all the latest e-learning strategies, not only to deliver course content in new and engaging ways, but also to promote and facilitate interaction and communication amongst the students, and to encourage

Encourage higher levels of participation.

Everything takes place online through eClass. All the course materials will be posted here. This is also where you'll communicate with me, with your tutorial leaders and other students in your TA meeting places. This is where all your assignments will be posted and submitted, and where you'll find the feedback to your assignments and your grades for each of the assignments. In some cases, feedback will be provided

In Critic 360, that's for the discussion forums, but everything else you should be able to find in the class. If there are any changes, of course, we'll let you know.

So, here is where you can find the syllabus. Let me just scroll down for you.

Right there, you can see the syllabus. As I said, please read it carefully, because we're not going to be updating it once the course is underway, and it'll

be out of date, so you need to check in eClass for everything that's the latest news and information.

Below that is course announcements. I can't stress enough the importance of checking course announcements on a daily basis.

As well as your tutorial meeting places where your TAs will post information for you as well. The course announcements and tutorial meeting places are really the only ways we have to reach you, with information about assignments, due dates, course materials, or if we need to notify you for anything. So if you're not checking these areas on a daily basis, you're going to miss something crucial.

that might impact your work, and ultimately your grades. Not knowing is no excuse. Not reading is no excuse. We're providing all the information for you here.

And it's instrumental to your success in this class, and your responsibility to access that information in a timely manner.

We also have a course map here, which just gives you an idea of what your process should be, to carefully and completely access all the requirements for the course. So, access the website for updates, access course materials. It says they'll be posted on Tuesday, but we're doing it on Monday this term.

Complete all the work.

for the current week, before the following week, unless there's a delayed deadline. Access the lectures and course materials according to the syllabus and e-class dates, and

Make sure you follow the detailed instructions, guidelines, and due dates for assignments, which will be posted on the course website and in the instructions and guidelines at the start of term.

Accommodation letters. Here is where you will post your accommodation letters, if you have received those, if you have accommodations.

If you have access to it. If you don't have access to your letter, please let your tutorial leader know that you have accommodations, and also please get the letter as soon as you can. You're supposed to have them submitted within the first two weeks of the course, so make sure you get on top of that.

The reason for having this tab is that instructors are no longer sent individual letters by SAS. All the letters are uploaded onto a large portal from which they're to be retrieved by the instructors.

But with so many students, particularly in these large online classes, it takes a lot of time to download all the letters and go through them. So to expedite matters, and to make sure students get their accommodations, we ask them to upload their individual letters here to the tab where the instructor and TA can easily and quickly access them. It is completely confidential.

No one but the instructor or your TA who is grading your work will be able to see them. Once the assignment has been submitted and graded, it's really too late to advise us of your accommodations or for us to help you.

So we can only apply your accommodations to the next assignment. So again, please upload your letters as soon as you can to make sure you get your accommodations early.

I just want to slide over to the side panel here.

Sorry, that's…

Right here, this is where I want to be. Sorry, there's so many bars. This is, for communication purposes, to show you where you can find the contact for me, your instructor, and your TAs. The best way to reach us is by email.

There is an e-class message feature, which you can see…

There. If you click on your initial here, there are… you can access messages. But…

The trouble with this is that it's cumbersome, and it doesn't always work, and your messages don't always get through. So, best to email us so that your message gets to us directly, and much more quickly.

So, back to the main course.

You'll find an assignment section.

For each assignment posted here, there are detailed instructions and guidelines, including the assignment value, due date, and the requirements for the assignment. All the things you need to know about word length, page length,

font size, and of course, the submission date. So, please make sure you read these instructions carefully so that you understand the requirements.

for these assignments, take careful note of the due dates so that you don't miss them and incur late penalties. Assignments may not be submitted more than one week late, except in the case of accommodations or a special arrangement with me or your tutorial leader.

If you need an extension, you must contact your tutorial leader in advance of the due date to arrange. That's a couple of days. If you reach out on the day of the assignment, you will not be granted an extension.

Beneath the assignments, you will see the submission tabs.

where you'll upload your work, and where you will check your grades and feedback. Now, in some cases, some of these assignments go to… are accessed through Critic360,

like the discussion forums, or through Visible AI, in which case there will be a link leading you to that, and you can follow the instructions for uploading your work there. We're going to keep these submission tabs in eClass just in case you have technical issues with Critic 360 and Visible AI, and students have trouble uploading their work.

But please do not upload your work to these submission tabs until we tell you to do so.

I also advise you to please watch this video, The Three Stages of Critic 360, and

Visible AI. It'll explain to you how this bundle works, and how to manage it, and how and where to upload your work. And once you get into Critic360 and Visible AI, it'll also reiterate the submission methods and due dates for you.

So take advantage of this information.

We also have… We have the peer-assessed… we have two…

assignments, the icebreaker assignment, and we have,

Sorry, you're seeing… ignore this, there's no final reflection assignment. You're seeing my, my view of the course. There's no final reflection assignment. We also have exercises. In most of the episodes, there are exercises that must be

completed and submitted. These are based on the course materials, including the lecture, screenings, and readings posted in that section.

The discussion forms are also based on course material. These can be accessed through the Critic 360 peer assessment tool, which we're using for this course. And as I mentioned, info about Critic360 has been provided in the syllabus, in the eClass instructions, and you can also find it in the video.

The discussion form is divided into three parts. For each discussion form, students will create a response.

Which will then be evaluated by fellow tutorial members, and then the students will get a chance to evaluate the assessment or feedback they receive from their fellow tutorial members. And all the dates for that are in Critic360.

The instructions and schedule for all of this, will match up with the timeframe of each week. With this tool, students learn not only how to write effective posts in response to the topics and course materials, but also learn how to provide constructive feedback.

And to evaluate that feedback, all of which elevates the learning experience, as well as student participation and engagement in the material.

And when you get into Critic 360, there are discussion topics that you will be addressing. And, Critic will explain which topic you are responding to, which students you're evaluating, and of course, which students' feedback you're also evaluating.

In addition to the peer assessment tool,

There is also Visible AI, an authorship tracking tool that provides instructors and TAs with full visibility into student submissions, so as to prevent inappropriate AI use, and also false plagiarism accusations. With this tool, students will be made aware of improper AI use, but also will learn how to use it ethically and effectively for their work.

In other words, it's an important educational tool for everyone concerned. And let's face it, AI is here to stay, so we need to learn how to use it properly and effectively.

Another important point is that with the assistance of Critic,

The discussion forum is completely student-led. The TAs and I are on hand to monitor the post-evaluation feedback process and to settle any issues, but the students are evaluating each other, so a very important,

A very important learning, moment for, for you, all of you.

And I think that really covers how the chorus works.

Oh, one other thing. I don't know if I said enough about the exercises. There are exercises

that are posted in each episode. Some episodes have more than one exercise, because there are several parts to the episode. These involve questions that will, engage you in the course material, typically the lecture material.

And also the screenings. And we'll get you to start thinking about the topic that's being discussed in that episode. They're basically informal. We ask you that you complete these exercises in essay form, meaning sentence and paragraph style, not note form.

And all the instructions are here, so please have a look and read carefully. And the instruction topics are also posted throughout the course, in the relevant lecture sections, or episode sections.

So…

I think that really covers.

how the course works. Some students ask, what do I do first? Should I watch the screenings and then listen to the lecture? Should I listen to the lecture and then watch the screenings? My answer is always, it's up to you, because it depends on how you like to receive your information. If you don't like spoilers, then I suggest you watch the programs and then listen to the lecture. But if you want to know about the program beforehand.

as part of your preparation, then you might want to listen to the lecture first. Either way, it all depends on what works for you. I also want to point out that in some of the episodes, in addition to lectures, there are also separate Zoom intros to the screenings, which provide general background information about the genre or the historical or social context of the program, and that's also important to your understanding

the material, so don't forget to watch the Zoom intros.

And the final thing I want to say is, some of the episodes are recorded film lectures with… interspersed with clips and graphics, and some of them are Zoom lectures, just like this one. But the links are there in the course, and you should be able to access them without a problem.

Click on the tiles, for the episodes, and if the tiles don't work for whatever reason, there are links below, alternate links below, that can get… also get you into the episode.

And that's basically the routine. Each week.

Each section follows the same pattern until the end of term. All the information you need for the course is on the website, and now that you know where to find it all, I hope this gives you a good interview for the course, that you're feeling a little more confident and excited to get started.

One last piece of advice. You need to use this eClass website and access all the information provided in order to be successful in this course, especially as it's a fully online course. The website is all we have.

It's the only way of distributing the course material, the information, and of communicating with you. If you're not accessing the website on a daily basis, you'll miss important stuff, and may not be able to access course materials or the assignments, and that will cause major issues for you.

Don't use the dashboard on the side, I don't recommend it. Go into the course directly, and don't use your cell phones to access eClass, because the components don't always work that well. I know you need the Duo Mobile to get into the course in eClass, but once you're in eClass, stay in eClass on your computer.

A final note is that because it's an online class, which is accessible anywhere where there is internet, there is no reason why you should not be able to access the class, unless there is a problem with eClass itself, in which case we'll notify everyone.

But you're responsible to make sure that your internet signal is strong, that your computer is working, that all your software is up to date. And even if you are out of town.

You need to be somewhere where there is internet so that you can continue to keep up with the course. You will not be excused from assignments because

you're on vacation or on a trip. That's the whole convenience of being online, is to be able to access the course from wherever you are. And it's strongly recommended that you don't go somewhere where there's not internet while the course is running.

And if you have, electricity problems or anything happening at home, take your computer somewhere else where you can work on the course, somewhere where there is internet.

So if you read and follow all the instructions, keep up to date with the materials and assignments, you should have a great experience. I know you're really going to like the TV series, and that, the episodes will give you something to think about, as well as a whole new appreciation for the new television. The biggest goal here is to have fun.

After all, it's a course on TV.

It doesn't mean it's a bird course.

Because you will work hard, and you'll find some aspects of the material challenging, but you'll also enjoy yourselves. I got started in film way back in my undergraduate days, when I took an intro course to film as an elective, and it quickly became the highlight of my week. And from there.

Excuse me, I moved on to television. Glass of water?

very dry.

Can't wait for winter to be over.

Television also was my second mother growing up. I spent a lot of time in front of the TV, so this has been a lot of fun for me to prepare, and I hope it's the same for you.

If you have any problems with any aspects of the course, or the materials, or the assignments, or the website.

reach out, let your TA know, let me know. Don't wait until it's too late, and certainly don't wait until the end of the term, when there's nothing we can do for you. If we don't know you're having problems, we can't resolve the problems for you.

If you want to take… talk things over, please don't hesitate to contact your tutorial leader or me. If you have any challenges that impede you from

accessing or completing your assignments, again, get in touch with us as soon as possible. At the end of the term, it'll be too late to help you.

Keep us informed.

We care about your success, we care about your experience in this course, and we care about you. And now that you've finished listening to the intro video, and you've gotten to know

the website a little bit, explore it more. Check your TA meeting place, check for messages, and have fun.

Bye for now, enjoy the course, have fun with it, and we'll see you soon.