Course Description

This course is designed to provide students with an overview of the development, regulation, economics, social impact and industry practices in broadcasting and cable communications. The course includes the study of non-broadcast television, new technologies, and communications systems.

Textbook


Student Learning Outcomes

1. Analyze the economic impact of the Radio/Television industry.
2. Evaluate the social effects of broadcast media on society.
3. Recognize the regulatory ramifications of the broadcast outlets.
4. Explore the infrastructure of non-commercial broadcast outlets.
5. Apply communications theory to the overall radio/television environment.

Course Goals/Objectives

Upon successful completion of the course the student will:
1. Acquire a working understanding of the broadcasting business.
2. Receive knowledge of job opportunities in broadcasting.
3. Gain experience in television and radio day-to-day operations.

Student Contributions and Class Policies

Students will be expected to:
1. Participate in scheduled field trips and in-class professional presentations. Some release time from class is given to work on semester projects.
2. Complete assigned readings and exams.
3. Attend all classes. Three absences in a row or six during semester results in a drop.

Evaluation of Students

The semester grade will be determined on a weighted average of the exam and project grades based on the following proportions: Term Paper - 20%; exams - 45%; final exam - 15%; class activities - 5%.
Course Schedule
This class meets for 3 lecture hours per week as follows:

Weeks 1-2: Orientation, basic communications theory, week-long electronic diary, background and history of Radio/TV (Chapters 1, 2, 11)

Weeks 3-5: Study of Cable and Satellite industry, digital domains, and radio/television technology (Chapters 3-5)

Test over Chapters 1-5

Weeks 6-7: Study of the electronic media business structure and programming/distribution operations (Chapters 6, 7)

Weeks 8-9: Broadcast news/ advertising and promotions study (Chapters 8, 9)

Week 10: The Audience (Chapter 10)

Test over Chapters 6-10

Week 11: Study of Public Broadcasting (Chapter 12)

Week 12-13: The global view and structure of electronic media (Chapter 13)

Week 14-15: Legal/ professional considerations of electronic media (Chapters 14, 15)

Week 16: Turn in term papers/Final exam

Semester resources: possible road trip to Dallas to study broadcasting; local field trips to television and radio outlets; guest speakers; industry videos; Web sites.

Instructor Information

Name:
Office phone:
Office hours:
Office location:
E-mail address:
Division Secretary: Lula Lee, 141 AFA
Office phone: 685-4624

Note: Students are encouraged to contact the instructor at any time; however, making an appointment will guarantee the instructor’s availability at a specific time.