

**I. CATALOG DESCRIPTION:**

- A. Department Information:  
Division: Humanities  
Department: Radio/Television/Film  
Course ID: RTVF 100  
Course Title: Introduction to Radio, Television, and Film  
Units: 3  
Lecture: 3 Hours  
Laboratory: None  
Prerequisite: None
- B. Catalog and Schedule Description: This course presents an overview of the history, structure, and function of the radio, TV, and film industry. It covers the development and nature of radio, television, cable, film, and Internet communications including current social, legal, political, economic and cultural implications of the media; advertising and audience measurement strategies; programming; and employment opportunities.

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One**

**III. EXPECTED OUTCOMES FOR STUDENTS:**

Upon successful completion of this course, students will be able to:

- A. Discuss the history of radio, broadcast television, cable, film, and other communications technologies, and how they impact communications today
- B. Describe the current world of communications, including the impact of the information superhighway, on communications and broadcasting
- C. Explain unique job opportunities, such as corporate and organizational video
- D. Describe the similarities and differences between radio, TV news, and entertainment programming
- E. Estimate and interpret audience ratings and techniques
- F. Interpret the major rules, regulations and deregulation affecting the broadcasting industry today
- G. Make general predictions on the future of the communications industry

**IV. CONTENT:**

- A. History of radio: it's impact on current technologies
  1. Rise of radio
  2. Organization and operation
  3. Advertising and other revenue
  4. Programs and programming
  5. Regulation
  6. Licensing
- B. History of television and film: it's impact on current TV, cable, and Internet communications
  1. Rise of film industry and television
  2. Organization and operation of film studios and television stations
  3. Advertising and other revenue
  4. Programs and programming
  5. Regulation
  6. Licensing
- C. Radio, television, cable and home video today
  1. Rise of cable networks, including movie channels, and their impact on the film industry
  2. Organization and operation of cable networks
  3. Advertising and other revenue

4. Programs and programming in radio, television, film
5. Niche services
- D. Ratings: estimating audiences
  1. Ratings companies
  2. Collecting data
  3. Analyzing data
  4. Use and interpretation of ratings
  5. Broadcast vs. Cable audience research - Rules/regulations/deregulation
  6. FCC
  7. Communications acts
  8. International laws and implications

**V. METHODS OF INSTRUCTION:**

- A. Lecture is combined with discussion/debate on the relevant points in each subject area, to determine what information is relevant to the individual student's career possibilities
- B. Additional content may be provided through field trips, guest speakers, and multimedia presentations
- C. Multimedia, including video- and audiotapes, computer demonstrations and field trips may be used to enhance the classroom experience.
- D. Students are encouraged to study outside resources to bring current events into the discussions.
- E. For on-line classes, lectures will be delivered via computer with the same course content as classroom lectures; students will participate in on-line discussions, which will also parallel traditional classroom discussions. Written assignments will be identical in content. Tests will be given in proctored exam situations, during on-campus scheduled class periods, or on-line as open book essay tests, at the discretion of the instructor.

**VI. TYPICAL ASSIGNMENTS:**

- A. Reading and Research
  1. Students will read assigned chapters in texts and
  2. Current journals and industry magazines related to course content
  3. Students will research current events in broadcasting communications and relate them to historical events (e.g., do new technologies affect society the same way the invention of the telegraph affected society?)
  4. Students will access the course web site to read and evaluate current industry news
- B. Writing
  1. Writing assignments may include in-class or homework essays on major topics, written evaluations of current articles in journals or on the web, or evaluative written statements on course materials
  2. Students may be asked to evaluate a radio or television station web site

**VII. EVALUATION(S):**

The instructor will select three or more of the following:

- A. Methods of Evaluation
  1. Performance on written examinations
  2. Tests or quizzes
  3. Written examinations covering content may be administered which may include, but are not limited to essay, multiple choice, fill in the blank, and matching questions
  4. Class discussion
  5. Class presentations
  6. Written assignments

B. Typical Examination Questions

1. List 10 acronyms, (e.g. DSL, WWW, MMDS) write what the letters stand for, and describe in one or two sentences what the acronym means. Do not use station call letters.
2. Describe your vision of cable TV's future.
3. Explain how the invention of television affected radio broadcasting.
4. Compare broadcast and cable television.
5. List five different forms of radio programming. Explain their differences in terms of target audience, market share and any other area you consider important.
6. What is "psychographics"? List four ways it is a useful tool for communications professionals.
7. List and explain at least three preconditions leading to radio broadcasting.
8. How did big business influence the development of radio broadcasting?
9. Outline how cable has changed from an extension of home antennas to today's expanded programming services.

C. Frequency

Written examinations, tests, or quizzes will be given throughout the semester at the discretion of the instructor. At least one examination will be given during the semester. Students will be evaluated every week based on the quality and frequency of their comments in class or online. Presentations may or may not be used, at the discretion of the instructor. Students will be required to turn in written assignments at least twice a semester, more at the discretion of the instructor.

VIII.

**TYPICAL TEXT(S):**

BROADCASTING IN AMERICA: A Survey of Electronic Media, by Bruce Sterling. 6th edition Houghton Mifflin College; ISBN: 039552668X. (2000).

The Broadcast Century: A Biography of American Broadcasting, by Robert L. Hilliard, Michael C. Keith, 2nd Edition. Published by Focal Pr. ISBN: 0240802624. Publication date: February 1, 1997

Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media, by Joseph R. Dominick, Barry L. Sherman, Fritz Messere 4th edition. (McGraw-Hill Series in Mass Communication). McGraw Hill College Div; ISBN: 0072904410. (August 17, 1999).

IX.

**OTHER SUPPLIES REQUIRED OF STUDENTS:** None