

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

X Transfer Course X A.A. Degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: RTV 100 INTRO TO ELECTRONIC MEDIA

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: Appropriate language skills

ENTRANCE REQUIREMENTS

PREREQUISITE: None

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

A survey of American broadcasting, its development, impact and influence on our society; basic principles, mass communication theory, station operation programming, advertising, rating services, cable television, regulation, and censorship; in-depth analysis of current issues and developments.

SPECIFIC COURSE OBJECTIVES:

Successful students will:

1. Define the major origins and historical backgrounds of the broadcasting and cable industries.
2. Analyze the effects of broadcasting on society and individuals.
3. Identify new electronic technologies for the distribution of broadcast messages.
4. Identify major facts concerning the structure and operation of the broadcast industry.
5. Compare and contrast American and international broadcast systems.
6. Identify the structure and methodology of broadcast regulation.
7. Identify methods by which he/she may influence and change broadcast systems.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Social Implications of Broadcasting
 - A. Introduction
 - B. Broadcasting as mass communications
 - C. Broadcasting's role in society
 - D. International broadcasting

- II. Historical Backgrounds
 - A. The origins of electronic communications
 - B. Commercial radio
 - C. Commercial television
 - D. Early programming

- III. Physical Aspects of Broadcasting
 - A. Radio basics
 - B. Television basics
 - C. Program distribution

 - D. Public TV, cable and other media
 - 1. Public broadcasting
 - 2. Cable TV
 - 3. Other media
 - E. The digital revolution
 - F. The internet

- IV. Programming
 - A. Programming decisions
 - B. Entertainment programming
 - C. Program analysis
 - D. News and information programming

- V. Advertising and Ratings
 - A. Economic structure of broadcasting
 - B. Advertising practices
 - C. Advertising content
 - D. Audience measurement

- VI. Regulation
 - A. Laws and regulation
 - B. Self-regulation
 - C. Regulatory trends

REQUIRED READING:

Dominick, Joseph, et al. *Broadcasting Cable and Beyond*. 5th edition. New York: McGraw-Hill, 2003

SUGGESTED READING:

There are no standard suggested readings in addition to the text, but each instructor is encouraged to assign readings in current periodicals and books, and from links on the textbook website, which are germane to the content that is being emphasized during the semester.

REQUIRED WRITING:

Each instructor is free to vary assignments, but typical assignments are as follows:

1. A television viewing analysis (1-2 pages)
2. A news or commercial analysis (1-2 pages)
3. A term paper outline or lab evaluation (1-2 pages)
4. A television programming exercise (programming lotto)
5. A research paper on a topic relating to broadcasting (5-8 pages)
6. A review and analysis of a web site (2 pages)

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
 laboratory
 lecture-laboratory combination
 directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
 Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
 Two-Way Video Conferencing (Two-way interactive video and audio)
 One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
 Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Quizzes	100 points
Chapter assignments	100 points
Final exam	150 points
Lab or research paper	120 points
Written assignments	70 points
Participation	<u>20 points</u>
Total	560 points

Grades are assigned by application of a modified statistical curve.

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ____ No X Number of times course may be taken for credit: ____

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: A. Dana Hawkes, ext 5589

SIGNATURES ON FILE: