

FILM A150: HISTORY OF RADIO & TELEVISION

Item	Value
Curriculum Committee Approval Date	04/03/2019
Top Code	061210 - Film History and Criticism
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)
Associate Arts Local General Education (GE)	• OC Humanities - AA (OC1)
Associate Science Local General Education (GE)	• OCC Arts - AS (OSC1)
California State University General Education Breadth (CSU GE-Breadth)	• CSU C1 Arts (C1)

Course Description

Overview and analysis of the radio, TV, and film industries in the U.S. with emphasis on the historical, cultural, and technical functions of each medium. Additionally, broadcast advertising, research, media law, and regulations are explored with the additional impact of global broadcasting, cable TV, Internet, and satellite technologies. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Describe the historical progression of broadcasting, with special emphasis on that history as it relates to the United States.
2. Analyze the relationship between the government and the private sector in the operation and control of broadcasting.
3. Distinguish between the operating procedures of broadcast networks, syndicated programming services, national advertising representatives, advertising agencies, and news services.
4. Utilize the information learned for employment opportunities and skills demands of those working in the field of broadcasting.

Course Objectives

- 1. Discuss the historical progression of radio, TV and film in the U.S.
- 2. Discuss the similarities and differences in the business practices between radio, TV and film.
- 3. Discuss how programming decisions are made as a result of broadcast law, advertising, audience ratings.
- 4. Ability to identify traditional and alternate methods of program distribution.
- 5. Understand and discuss the challenge of media ethics in a competitive broadcast environment.
- 6. Discuss the similarities, differences, and challenges from international broadcast media.

- 7. Describe the employment opportunities and skills required for employment in radio, TV or film.

Lecture Content

Introduction to commercial radio. Introduction to commercial television. Introduction to cable television. Introduction to the motion picture industry. Business practices of radio, TV, and film. Broadcast content/programming. Production of media. Traditional distribution of programming. Alternate forms of distribution(tapes, discs, satellite, the internet) International electronic media. The role of advertising. Audience analysis/ratings. Broadcast law and regulations. Media ethics. Careers in radio, TV and film

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture Sound(radio) and video(TV/film) recordings. Demonstration of internet resources. Individual assignments. Examinations

Reading Assignments

36 hours per semester Students are assigned select readings from the class textbook, various online articles, web links, magazine publications and blog posts (1 - 2 hours per week)

Writing Assignments

24 hours per semester Students are assigned weekly writing assignment relative to the content. Discussion posts, film television show critiques, responses to online articles based upon research topics from the lecture, analysis of listening and viewing assignments. Proficiency in the use of terminology unique to radio, TV and film will be demonstrated by incorporating the correct use of terms in writing assignments and classroom discussions. (1 to 2 hours per week)

Out-of-class Assignments

48 hours per semester Lecture notes, review of textbook/workbook material and preparation for exam (2 - 3 hours per week) All students are assigned weekly quizzes based upon research topics from the lecture, analysis of listening and viewing assignments.

Demonstration of Critical Thinking

Written examinations. Listening assignment. Viewing assignment. Writing assignments. Participation

Required Writing, Problem Solving, Skills Demonstration

Written assignments comparing and contrasting communication devices that interact with mass media and describe the influence of mass media on individuals and society.

Eligible Disciplines

Broadcasting technology (film making/video, media production, radio/TV): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Gross, Lynne Schafer. Telecommunications: Radio, Television, and Movies in the Digital Age, ed. New York: McGraw-Hill Higher Education, 2006 Rationale: - 2. Required Gross, Lynne Schafer. . Electronic

Media, An Introduction, 11th Edition ed. New York: McGraw-Hill Higher Education, 2013 Rationale: .

Other Resources

1. Selected readings and handouts from “industry” magazines/journals.
2. Individual audio material (cassette or CD) and video material (cassette or DVD) for listening and viewing assignments.
3. OHara, Kevin. FILM 150 Course Pack, XanEdu Publishing, 2019