

# MCOM C150: INTRODUCTION TO RADIO, TV, FILM

Item	Value
Curriculum Committee Approval Date	12/12/2008
Top Code	060100 - Media and Communications, General
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	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)
Local General Education (GE)	• Area 4 Social and Behavioral Science (CD1)

## Course Description

Overview and analysis of the radio, TV, and film industries in the U.S. Also explored is the impact of global broadcasting, cable TV, the Internet, and satellite technologies. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Have the ability to evaluate radio, TV, and film material to utilize in making decisions on viewing program content.
2. Explain the legal aspects of communications law, which will give a broad insight into protecting themselves from possible litigation.
3. Evaluate various electronic devices to better equip themselves in making objective decisions in making purchases.

## Course Objectives

- 1. Introduction to commercial radio.
- 2. Introduction to commercial television.
- 3. Introduction to cable television.
- 4. Introduction to the motion picture industry.
- 5. Business practices of radio, TV, and film.
- 6. Broadcast content/programming.
- 7. Production of broadcast media.
- 8. Traditional distribution of broadcast programming.
- 9. Alternate forms of distribution (tapes, discs, satellite, the Internet)
- 10. International electronic media.
- 11. The role of broadcast advertising.
- 12. Audience analysis/ratings.
- 13. Broadcast law and regulations.
- 14. Broadcasting ethics.
- 15. Careers in radio, TV and 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 broadcast media Traditional distribution of broadcast programming Alternate forms of distribution (tapes, discs, satellite, the Internet) International electronic media The role of broadcast advertising Audience analysis/ratings Broadcast law and regulations Broadcasting ethics. Careers in radio, TV and film

## Method(s) of Instruction

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

## Eligible Disciplines

Mass communication: Master's degree in radio, television, film, mass communication, or journalism OR bachelor's degree in any of the above AND master's degree in drama/theater arts, communication, communication studies, business, telecommunications, or English OR the equivalent. Master's degree required.

## Textbooks Resources

1. Required Gross, Lynne. Telecommunications: An Introduction to Electronic Media with PowerWeb, 11th ed. McGraw Hill, 2013 Rationale: - Legacy Textbook Transfer Data: Legacy text

## Other Resources

1. Coastline Library