



Course Outline

Catalog Information:

DMEDIA 1 Introduction to Broadcasting/Electronic Media 3.000 Units

This course introduces the history, structure, function, economics, content and evolution of radio, television, film, the Internet, and new media, including emerging, traditional and mature formats. The social, theoretical, political, regulatory, ethical and occupational impact of the electronic media, including media literacy, are also studied. (CSU)

Requisites:**Lecture Hours Per Week:**

Min Hours: 3.000 Max Hours: 3.000

Lecture Hours Per Semester:

Min Hours: 48.000 Max Hours: 54.000

Lab Hours Per Week:

Min Hours: 0.000 Max Hours: 0.000

Lab Hours Per Semester:

Min Hours: 0.000 Max Hours: 0.000

Outside-of-Class Hours Per Semester:

Min Hours: 96.000 Max Hours: 108.000

Total Student Learning Hours Per Semester:

Min Hours: 144.000 Max Hours: 162.000

Course Repeatability: No**Course Objectives:**

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

1. Identify key developments in the history of major U.S. electronic media industries, especially their evolution as social, political, and economic forces in U.S. society.
2. Describe the technical evolution of audio and video electronic media.
3. Identify the principle means of economic support and the audiences for different electronic media.
4. Analyze the regulation of electronic media.
5. Define commonly-used electronic communication technology.
6. Identify the business structure and revenue streams for each medium. a.) Determine if the field provides viable employment/career opportunities.
7. Understand a basic model of communication.

8. Demonstrate an understanding of the influence of broadcast media in everyday life and its implications on personal and societal contexts.
9. Identify and apply industry-specific employability skills.

Course Learning Outcomes:

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

1. Students will successfully demonstrate knowledge of broadcasting history and how the past relates to the future of electronic communications in class discussions, quizzes, and exams.
2. Students will be able to successfully analyze the role of broadcasting in contemporary life. This matter and related topics, will be assessed during class discussion, quizzes and exams.

Outline of Topics:

May include but not limited to the following:

1. Basic elements of the history of the structure and function of the electronic media
2. Comparing and understanding the electronic media as business and as art
3. Regulation and control of the electronic media
4. Impact of the electronic media (may include global analysis and implications)
5. Ethical and Legal issues
6. The Recording industry
7. The Motion Picture industry
8. Radio Industry and Programming
9. Television Industry and Programming
10. News and Documentary
11. Cable, Satellite and Telco industries
12. Mobile and Internet communication
13. Electronic Media Advertising
14. Emerging technologies (may include video games and mobile entertainment)

Sample Assignments:**Reading:**

The student will read material related to the elements of the history of the structure and function of the electronic media including print, radio, television, web and new media.

Students will also conduct research regarding the pervasive nature of electronic media and identify an article describing technology and media to present to their peers for class discussion.

Writing:

Students will write an APA-style media research paper that discusses a topic of their choice related to some aspect of radio, television, print media, digital and or emerging electronic media.

Out-of-Class:

Students will keep an account of their own electronic media habits for a number of days to analyze the findings and participate in a discussion of the personal, social, cultural and political impact of electronic media.

Methods of Instruction:

Methods of instruction may include, but are not limited to, the following: (from methods of instruction data page).

- Lecture

Methods of Evaluation:

A student's grade will be based on a required final examination and multiple measures of performance including critical thinking. These methods may include, but are not limited to the following:

Other Method of Evaluation

Research projects

Writing assignments

Critiques by peers and instructor

Quizzes and/or exam(s)

Textbooks:

1. Joseph R. Dominick, Barry L. Sherman, Fritz J. Messere. *Broadcasting, Cable, The Internet and Beyond: An Introduction to Modern Electronic Media* Current edition. McGraw-Hill. 2012
2. Medoff and Kaye. *Electronic Media: Then, Now, and Later* Current. Focal Press. 2017

Manuals: None

Periodicals: None

Other Instructional Materials:

Comparable Courses:

1. **Community College Course**
Diablo Valley College
History of Broadcasting
FTVE-240
2. **CSU**
San Jose State University
Introduction to Electronic Media
RTVF 080

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