

Introduction to Electronic Media

TCSU RTV 110

A. Description

This course introduces the history, structure, function, economics, content and evolution of radio, television, film and the Internet, including traditional and mature formats and the emerging electronic media delivery systems. The social, political, regulatory, ethical and occupational impact of the electronic media may also be studied.

B. Recommended Preparation

None

C. Prerequisites

None

D. Minimum Unit Requirement

3 semester units

E. Course 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. Impacts of the electronic media
5. The recording industry
6. The motion picture industry
7. Radio programming and formats
8. Television programming and formats
9. Cable
10. Digital and high definition video technology
11. Emerging satellite radio and TV technology
12. Digital communication and the Internet
13. Advertising
14. News and Documentary
15. Ethical and legal issues

F. Student Learning Outcomes

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

1. Understand a basic model of communication;
2. Describe the historical development of the major U.S. telecommunication industries, especially their evolution as social, political, economic and vocational forces in U.S. society;
3. Describe the technical evolution of audio and video electronic media;

4. Identify the principle means of economic and political support for different electronic media;
5. Discuss the impact these forms of support have on the structure and content of various media;
6. Analyze the various avenues of regulation of electronic media; and
7. Generate interest in the continued study of the electronic media.