



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: RTV 2000

COURSE TITLE: Introduction to Radio-Television

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 48

Lab

Other

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: None

Corequisite: None

An introduction to the Broadcast media through which the student should gain an understanding of the historical, technical, legal and critical aspects of radio and television media.

General Education Requirements - Associate of Arts Degree, meets Area(s):

General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. History of broadcasting, broadcast law, critical standards and evaluation
2. Broadcast station management and programming
3. Radio production and writing

I. Course Overview:

Upon successful completion of this course, the students should be able to explain the history of broadcasting, broadcast law, critical standards and evaluation; describe broadcast station management and programming; write and produce a radio program.

II. Units:

Unit 1. History of Broadcasting, Broadcast Law, Critical Standards and Evaluation.

General Outcome:

- 1.0 The students should be able to identify historical, legal, financial and critical aspects of the broadcast industry.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Identify the primary inventors, inventions and events that influenced the historical development of broadcasting.
- 1.2 Explain the evolution of broadcast regulation and the effects of regulation on program content and program criticism.
- 1.3 Name the primary court decisions that had impact on the formation, regulation and content of the broadcast industry.
- 1.4 Determine the requirements for broadcast station licensing and compare/contrast the present and past licensing requirements.
- 1.5 Identify the major trends and developments in the broadcast industry such as cable, satellite, interactive video and computer relationships.

Unit 2. Broadcast Station Management and Programming

General Outcome:

- 2.0 The students should be able to recognize that a broadcast station's programming and philosophy is based on demographic understanding of the station's ADI (area of dominant influence).

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Develop a station format based on audience targetting.
- 2.2 Recognize the relationship of the station's income sources, methods of maximizing station revenues and creating station programming techniques.
- 2.3 Define the roles and responsibilities of station personnel.
- 2.4 Create a station log based on the relationship between the target audience and revenue sources.

Unit 3. Radio Production and Writing

General Outcome:

- 3.0 The students should be able to apply radio production values to a broadcasting station's format and to create an original student radio project.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Practice radio production techniques utilizing radio broadcast equipment.
- 3.2 Develop continuity and practice commercial production and writing for radio.
- 3.3 Identify and create an editorial position which reflects the relationship between the broadcast station and the target market.
- 3.4 Create a comprehensive radio production which summarizes a station's programming philosophy and utilizes radio production equipment and techniques.