



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2009-10 NEXT REVIEW: 2014-15 STATUS: A

COURSE TITLE: Introduction to Radio-Television

COMMON COURSE NUMBER: RTV2000

CREDIT HOURS: 3.0

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS:

(Voc. Course ONLY)

Lecture: 48.00

Lab:

Clinic:

Other:

CONTACT HOURS/WEEK: 3.0

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION:

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 (AA), meets Area(s): Area

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

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES:

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

EVALUATION:

Please provide a brief description (250 characters maximum) that details how students will be evaluated on the course outcomes.

Common Course Number: RTV2000

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 Measurable Learning Outcomes:

Upon successful completion of this unit, the student 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 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.

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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 demographics understanding of the station's ADI (area of dominant influence).

Specific Measurable Learning Outcomes:

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

- 2.1 Develop a station format based on audience targeting.
- 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.

Common Course Number: RTV2000

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 Measurable Learning Outcomes:

Upon successful completion of this unit, the student 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.