

# **COURSE OUTLINE**

## **MASS-220 Introduction to Broadcasting 3 Semester Hours**

### **HOWARD COMMUNITY COLLEGE**

#### **Description**

This course is a survey and introduction that concentrates on the historical development, scope, and influence of radio and television in America. Discussion in the course will focus on the philosophy, structure, organization and operation of the broadcasting medium, and will acquaint students with the interrelationships of the industry to the audience, advertisers, and government regulators. Prerequisite: ENGL-121 or ENGL-101. (3 hours weekly)

#### **Overall Course Objectives**

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

1. Discuss the history of broadcasting beginning with the concept of mass communication.
2. Discuss the effects of mass media on audiences.
3. Describe the effects of broadcasting, in particular, on audiences.
4. Define frequency spectrum.
5. Discuss the technology involved in the development of radio.
6. Describe early problems in broadcasting.
7. Discuss the rise of television.
8. Define Athe freeze@ and discuss its impact.
9. Identify and discuss government regulation of broadcast beginning with the Ship Act through the present.
10. Discuss the economics of broadcasting.
11. Discuss the role of television in education.
12. Describe the state of television today and project the future of the industry.

## **Major Topics**

- I. Broadcasting and the World
- II. History and Development of Broadcasting - Part I
- III. History and Development of Broadcasting - Part II
- IV. Broadcast Regulation
- V. Educational Television
- VI. Economics of Broadcasting
- VII. Television Programming and Production
- VIII. The State of Television Today
- IX. International Broadcasting

## **Course Requirements**

Grading/exams: Grading procedures will be determined by the individual faculty member.

## **Other Course Information**

This course may be used as a Humanities Elective, an English Elective, or an Arts and Science Elective.