

**EAST-WEST UNIVERSITY
INTRODUCTION TO BROADCASTING
FALL 2008**

Credit Hours: 4 credit hours
Instructor: Donald R. Simon, Esq.
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Department: English and Communications

Course Description: An introductory study of the principles and role of broadcasting in society. A study made of broadcasting history, organization, regulations, and operations.

Length of Course: 11 weeks

Text: Gross, Lynne Schafer, *Telecommunications: An Introduction to Electronic Media*, 9th edition. Ancillary materials will be handed out in class or will be available from the instructor's website.

Course Objectives:

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

- Demonstrate knowledge of the history and development of our commercially supported, free enterprise system of broadcasting in the U.S.
- Show an understanding of the Federal Communications Commission and the history behind this regulatory agency.
- Understand the basic laws and regulations governing broadcasting in the U.S.
- Recognize the role and effects of the broadcasting industry in the U.S.

Grading Policy:

20% Class Participation
10% Quizzes
10% Audio Exercise
30% Midterm Exam
30% Final Exam

Grading Scale:

A= 100% - 90%
B= 89% - 80%
C= 79% - 70%
D= 69% - 60%
F= 59% -

COURSE OUTLINE:*

- Week 1** Introduction to the course. Syllabus. Video: “Media Professionals Discuss the State of the Media.” Video: “Radio: Inside WKNE-FM.” Video: “A Visit to a Commercial Television Station.”
Read: Chaps. 1 and 2.
- Week 2** Cable TV, the movies, and other forms of telecommunications. Video: “Cable Television: How It Works.” Video: “Are Movie Ratings Effective?” Video: “Future Television.”
Read: Chaps. 3, 4, and 6.
- Week 3** Law and regulations of telecommunications. FCC. Video: “Media Literacy: Creating Media.”
Read: Chap. 10. and Handout: “Inside the FCC.”
- Week 4** Advertising issues and the ratings game. Video: “PR/Adverting.” Video: “Media Literacy: Audience.”
Read: Chaps. 12 and 13.
- Week 5** Business practices. Review for the midterm. In-class midterm. Video: “Covering the Big Story: The O. J. Simpson Story.”
Read: Chap. 8.
- Week 6** Movies. The filmmaking process: pre-production, production, and post-production. Video: “Are Movie Ratings Effective?”
Read: Chap. 4.
- Week 7** Production, distribution, and exhibition of programming. Workshop: audio and video production. Use of Adobe Premiere and Audition editing software. Video: “Journeys Below the Line.”
Read: Chap. 14 and Handouts.
- Week 8** Overview of intellectual property, privacy, and defamation law issues. Copyrights and trademarks. Appropriation. Rights of publicity. Libel law.
Read: Handouts.
- Week 9** Ethical issues in telecommunications. Video: “Debating the Effects of TV Violence.”
Read: Chap. 11.

* The instructor reserves the right to amend this course outline as necessary, as the course proceeds. Students will be informed of all changes in a timely way.

Week 10 Careers in telecommunication. In-class speaker. Employment issues and contracts. Sexual harassment. Discrimination. Title VII and the EEOC.
Read: Epilogue and Handouts

Week 11 Perspectives on the future. The Internet. Review for the final. Final exam. Video: "Challenge of the Internet"
Read: Chap 5.