FTVE R100: INTRODUCTION TO ELECTRONIC MEDIA

Originator
alawson

College
Oxnard College

Discipline (CB01A)
FTVE - Film, Television, & Elec Media

Course Number (CB01B)
R100

Course Title (CB02)
Introduction to Electronic Media

Banner/Short Title
Intro to Electronic Media

Credit Type
Credit

Start Term
Fall 2021

Catalog Course Description
This course introduces the history, structure, function, economics, content and evolution of radio, television, film, the Internet, and new media, including traditional and mature formats. The social, political, regulatory, ethical and occupational impact of the electronic media are also studied. Topics covered include technological development, programming; ratings; social, legal and economic aspects of broadcasting in America; and cross-cultural, international comparisons.

Taxonomy of Programs (TOP) Code (CB03)
0604.20 - *Television (including combined TV/film/video)

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
May be required

Grading method
Letter Graded

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity
Minimum Contact/In-Class Activity Hours
0
Maximum Contact/In-Class Activity Hours
0

Laboratory
Minimum Contact/In-Class Laboratory Hours
0
Maximum Contact/In-Class Laboratory Hours
0

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5
Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	Students will demonstrate familiarity with historical development of electronic media industries and technologies.
2	Students will analyze how media outlets obtain and use ratings data.
3	Students explain significance and effects of electronic media.
4	Students will analyze media from the standpoint of its commercial structure.
5	Students will develop and justify personal criteria for evaluating media.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	Identify key developments in the history of major U.S. electronic media industries, especially their evolution as social, political, and economic forces in U.S. society.
2	Describe the technical evolution of audio and video electronic media.
3	Identify the principle means of economic support and the audiences for different electronic media.
4	Analyze the regulation of electronic media.
5	Define commonly-used electronic communication technology.
6	Identify the business structure and revenue streams for each medium.
7	Understand a basic model of communication.
8	Analyze the unique characteristics of electronic media.
9	Identify the cultural impact that evolution in electronic media has had on society nationally and internationally.

Course Content

Lecture/Course Content
1. Definition of Electronic Media
   a. What are electronic media?
   b. Unique elements of electronic media
2. History of Electronic Media

    a. Basic elements of the history of the structure and function of the electronic media
       i. Radio
       ii. Television
       iii. History of film
       iv. History of multimedia
    b. Comparing and understanding the electronic media as business and as art

3. Economics
    a. Radio and television
       i. The network system
       ii. Ratings and ad rates
       iii. Payola then and now
       iv. Commercial and non-commercial programming
    b. Film
       i. The studio system
       ii. Independent filmmaking
       iii. Ratings system
    c. Multimedia and the Internet
       i. The dot com economy
       ii. Emerging niches

4. Technological Developments
    a. Survey of technological developments of the 19th century
       i. Electricity
       ii. Morse code as an early electronic medium
       iii. Discovery of radio waves
    b. Development of radio
    c. Development of television
    d. The recording industry
    e. The motion picture industry
    f. Radio industry and programming
    g. Film
       i. Magic lantern to 3-strip technicolor
    h. Internet
       i. From Arpanet to Internet 2
    i. Integration of media

5. Legal Aspects
    a. Radio and television
    b. The development and evolution of the F.C.C.
    c. Film
       i. Censorship
          1. Hays office
    d. Motion picture ratings
    e. International regulation of electronic media
    f. Regulation and control of the electronic media
    g. Impact of the electronic media
    h. Ethical and legal issues

6. Social Aspects
    a. News and documentary
    b. Cable, satellite, and telco industries
    c. Mobile and Internet communication
    d. Electronic media advertising
    e. Emerging technologies (may include video games and mobile entertainment)
    f. Implications of evolution of media
       i. One-to-one evolve to one-to-many
       ii. One-to-many evolves to many-to-many
    g. Implications of the instant availability of media on culture
       i. DVRs and DVDs
       ii. Music downloads

7. Cross-Cultural Comparisons

    a. The digital divide and implications
    b. Differences in responses to media and their effects
        i. Gender
        ii. Age
        iii. Ethnicity

Laboratory or Activity Content
None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):
Essay exams
Essays
Group projects
Individual projects
Objective exams
Oral presentations
Quizzes
Research papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course
Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Distance Education
Demonstrations
Field trips
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Lecture

Describe specific examples of the methods the instructor will use:
1. The instructor will present lectures on current electronic media topics beginning with radio broadcast history leading to all methods of electronic media as exhibited via the Internet.
2. Audio and visual presentations provided by the instructor demonstrating various forms of electronic media from radio broadcast, television, film, and the Internet. These presentations will expose students to analysis and historical context for the history and current state of electronic media.
3. The instructor will provide guided discussions reflecting information from assigned readings and excerpts from the textbook. These open discussions will encourage higher-order thinking and critical thinking skills in preparation for oral presentations and research papers.
4. The instructor will provide guidance and examples for preparing students for participation and demonstration of oral media presentations.
5. The instructor will provide critical evaluation of media assignments, essay and research papers, and dedicated class critiques for student work and multi-media exhibitions.

Representative Course Assignments

Writing Assignments
1. Two 2-4 page research papers on topics related to class, such as an analysis of the cultural impact of electronic media, a historical survey of the technological developments in a particular medium, or research on the legal limitations electronic media are subject to nationally or internationally.
2. Students will analyze and critique the ratings system over the past two decades and write critical reviews of the current rating systems for television, radio and digital broadcasting.

Critical Thinking Assignments

1. Find two different forms of media that represent your opinions/thoughts on the current political landscape. Answer these questions based on your selections. How do the forms of media that you selected help shape the way people (or you) interact with and understand the world we live in? How do the two forms of media that you selected differ from one another?
2. Media fulfills several roles in society, including the following: Entertainment, information/education, social, cultural, political commentary (public forum), a watchdog for government, business and other institutions, therapy or release (escapism). To which of the five roles of media in society do your selections correspond? Why did the creators of these particular messages present them in these particular ways/mediums?

Reading Assignments

1. Reading of text, typically a chapter per week on such topics as the impact television, film, radio and multimedia have had on culture and society; economic forces affecting electronic media, technological development of electronic media, legal aspects and social aspects of broadcasting internationally
2. Articles from periodicals related to issues of electronic media, such as the Journal of Broadcasting and Electronic Media or on-line journals such as Techné: Journal of the Society for Philosophy and Technology, Screening the Past: An international, refereed, electronic journal of visual media and history or Journal for Multi-Media History.

Skills Demonstrations

Not applicable.

Other assignments (if applicable)

1. Periodical research on topics related to the class, for example, cultural or gender contexts in media consumption, or a study of copyright issues from an international point of view.
2. Direct media research – viewing types of electronic media and providing analysis.
3. Students will research commercial and business strategies within the various forms of electronic media and analyze the economic impact of electronic media in the US.

Outside Assignments

Representative Outside Assignments

1. Two 2-4 page research papers on topics related to class, such as an analysis of the cultural impact of electronic media, a historical survey of the technological developments in a particular medium, or research on the legal limitations electronic media are subject to nationally or internationally.
2. Find two different forms of media that represent your opinions/thoughts on the current political landscape. Answer these questions based on your selections. How do the forms of media that you selected help shape the way people (or you) interact with and understand the world we live in? How do the two forms of media that you selected differ from one another?
3. Media fulfills several roles in society, including the following: entertainment, information/education, social, cultural, political commentary (public forum), a watchdog for government, business and other institutions, therapy, or release (escapism). To which of the five roles of media in society do your selections correspond? Why did the creators of these particular messages present them in these particular ways/mediums?
4. Reading of text, typically a chapter per week on such topics as the impact television, film, radio, and multimedia have had on culture and society; economic forces affecting electronic media, technological development of electronic media, legal aspects and social aspects of broadcasting internationally
5. Articles from periodicals related to issues of electronic media, such as the Journal of Broadcasting and Electronic Media or on-line journals such as Techné: Journal of the Society for Philosophy and Technology, Screening the Past: An international, refereed, electronic journal of visual media and history or Journal for Multi-Media History.
6. Periodical research on topics related to the class, for example, cultural or gender contexts in media consumption, or a study of copyright issues from an international point of view.
7. Direct media research – viewing types of electronic media and providing analysis.
8. Oral media presentations focused on specific innovations and key innovators in the history of electronic media.
9. Radio PSA recordings serving the PICON standards and presented in class.
10. Survey of personal Internet and media consumption via a weekly journal.

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type
Textbook

Description
Norman Medoff, Barbara K. Kaye (2017). *Electronic Media* (3rd). Rutledge . 1138903205

Resource Type
Other Resource Type

Description
Viewing of appropriate television and films related to electronic media in society.

Resource Type
Other Resource Type

Description
Print-based periodicals.

Resource Type
Other Resource Type

Description
Internet materials such as on-line journals and avant-garde websites.

Resource Type
Other Resource Type

Description
Listening to radio/podcasts.

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students will review course content covering electronic media platforms and post comments and thoughts via discussion boards.
Other DE (e.g., recorded lectures)	Students will watch recorded lectures and media presentations via the LMS.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Video Conferencing	Students will engage in video discussions covering specific topics; i.e. the rise of the Television sitcom and the impact on American culture.
Other DE (e.g., recorded lectures)	Students will watch recorded lectures and media presentations via the LMS.
Asynchronous Dialog (e.g., discussion board)	Students will review course content covering electronic media platforms and post comments and thoughts via discussion boards.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Other DE (e.g., recorded lectures)	Students will observe recorded lectures presenting the history of radio with media clips embedded in the recording.
Video Conferencing	Students will engage in video discussions covering specific topics; i.e. the rise of the Television sitcom and the impact on American culture.
Asynchronous Dialog (e.g., discussion board)	Students will review course content covering electronic media platforms and post comments and thoughts via discussion boards.
Synchronous Dialog (e.g., online chat)	Students will meet for weekly discussion and lecture time to cover various aspects of electronic media.

Examinations

Hybrid (1%–50% online) Modality
Online
On campus

Hybrid (51%–99% online) Modality
Online
On campus

Primary Minimum Qualification
FILM STUDIES

Additional Minimum Qualifications

Minimum Qualifications
Mass Communication

Review and Approval Dates

Department Chair
MM/DD/YYYY

Dean
MM/DD/YYYY

Technical Review
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
MM/DD/YYYY

Control Number
CCC000556730

DOE/accreditation approval date
MM/DD/YYYY