

## Communication 120: Introduction to Broadcasting (Media)

Fall 2014

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Minot State University

### Textbook:

Vivian, J. (2013). *The media of mass communication*. Boston, MA: Pearson. ISBN: 978-0205029587

### Course Purpose & Learning Outcomes

This course is a survey of the fields of radio and telecommunications from their beginnings to the present; the course will introduce practices in radio, television, cable and satellite transmission as well as current communications law and regulations of the Federal Communications Commission (FCC) and other laws/factors governing the broadcasting industry.

The purpose of this course is to familiarize the student with the history, operations, and economics of the broadcasting in America; to assist the student in understanding the broadcast media as they impact the political and social sectors of society; to provide the student with an appreciation for the social expectations and control placed on each other and how they affect each other; and, to assist the student in developing an understanding of the emerging media technologies and how they may impact the industry and society in the future.

As set by the Communication Arts department assessment plan:

1. Students will understand the function of the media, it's influence on society and the concepts and/or techniques of electronic media;
2. Students will have knowledge of the history and practices of broadcasting and it's place and function in human life;
3. Students will communicate the responsibility of the individual in free society by establishing ethical standards and promoting ethical behavior;
4. Students should display self-confidence, the ability to meet deadlines and personal discipline and integrity;
5. Students will show a willingness to serve as a resource person to the campus of MSU as well as to the community.

### Course Requirements

1. **Career Research & Career Comparison:** Each student will do detailed career exploration containing significant research. Worth 100 points.  
Each student will select a potential future career interest and present to the class. Details to follow. Worth 100 points
2. **Current Topics:** Student driven introduction to current happenings in the field. Worth 50 points
3. **In-class Exercises:** There will be in-class exercises worth an additional 100 points to be given throughout the semester. **Most quizzes and in-class assignments will not be announced in advance.** Failure to complete quizzes or assignments on the day they are given/assigned will result in forfeiture of points for that assignment; **no** exceptions granted.
4. **Job Shadow:** To be discussed in class with student input. Worth 50 points
5. **Quizzes:** There will be chapter quizzes worth 100 points total.

6. **Examinations:** There will be two exams worth 50 points each.

**Tentative Schedule:**

Week 1	Introductions
	Syllabus Overview-Begin Assignment Creation
Week 2	Career Selection, Brainstorming, & Assignment Collaboration
2	Library
Week 3	Career Exploration Research
	Career Exploration Research
	Guest Speaker
Week 4	Career Exploration Research & Current Topics
	Career Exploration Research
	Career Exploration Research
Week 5	Career Exploration Research
	Career Exploration Research & Current Topics
	Chapter 1 & 2
Week 6	1 <sup>st</sup> Job Shadow/Interview
	2 <sup>nd</sup> Job Shadow/Interview
	Current Topics
Week 7	Career Comparison Prep
	3 <sup>rd</sup> Job Shadow/Interview
	Alyssa Huck
Week 8	Career Comparison
	Career Comparison
	Career Comparison
Week 9	Chapter 3
9	Chapter 3
9	Chapter 3
Week 10	Chapter 4
	Chapter 4
	Chapter 4
Week 11	Chapter 5
11	Chapter 5
11	Test Chapters 1-5

Week 12	Chapter 6
12	Chapter 6
12	Chapter 6
Week 13	Chapter 7
13	Chapter 7
13	Chapter 7
Week 14	Chapter 8
14	Chapter 8
14	
Week 15	Chapter 9
15	Chapter 9
15	Chapter 9
Week 16	Chapter 10
16	Chapter 10
16	Chapter 10
Finals Week	Test #2 (chapters 6-10)