

# **Common Course Outline**

## **MCOM 111**

Introduction to Broadcasting and Mass Communication  
**3 Semester Hours**

## **The Community College of Baltimore County**

### **Description**

#### Introduction to Broadcasting

Presents the historical development of the telegraph, telephone, radio, television, and the telecommunications industry and its impact on society; examines the rapid growth and development of the Internet and introduces students to the inventors, patents, scriptwriting formats, development of federal regulation, and careers in broadcasting.

Prerequisites: LVE 2, LVR 2

### **Overall Course Objectives**

Upon completion of this course students will be able to:

1. Develop and apply analytical skills to the past and present broadcasting industry ( I, IV, 1, 2, 3, 4);
2. Differentiate the production styles and formats used in various forms of electronic media; students distinguish, discuss and estimate the unique effectiveness of different media formats ( II, IV, VI, 1, 2, 3, 5, 6);
3. Develop a sense of broadcasting aesthetics and vocabulary ( I, 2, 3, 4, 7);
4. Produce an informative panel presentation with written, oral, visual, and electronic components ( II, IV, V, VI, VII, 2, 3 );
5. Prepare a written newsprint and present the edited script in a formal studio taping session ( I, II, III, IV, 1, 2, 5 );
6. View and analyze broadcast media with a more discerning eye and ear. Render a critical evaluation ( II, III, IV, V, 1, 2, 5, 7 ) ;
7. Detail and analyze the impact of federal regulation on the broadcast industry and electronic media in general ( I, IV, V, 1, 2, 5, 6, 7 ) ;
8. Assess the different approaches to the broadcast industry as a technically innovative business, as a form of entertainment, and as a consumer-service regulated enterprise ( I, IV, V, VI, VII, 1, 2, 4, 5, 6, 7 ).

## **Major Topics**

- I . An introduction to the broadcast industry
  - A. The early electric inventions
    - 1. The telegraph
    - 2. The telephone
    - 3. The radio
  - B. The growth of an unregulated industry
    - 1. The social implications
    - 2. Development of programming concepts: Who owns what?
    - 3. Formation of the major phonograph companies: Victor Records, Columbia Records, Edison Home Phonograph, and Brunswick Phonograph Company
    - 4. Development of early radio stations
      - a. Westinghouse and early college broadcast operations
      - b. Independent stations
      - c. Merger of RCA and NBC; merger of Columbia Records and CBS. Future broadcast implications
    - 5. Early attempts at regulation - the Federal Radio Commission ( FRC )
    - 6. The formation of the Federal Communications Commission ( FCC )
  - C. How an electric industry becomes an electronics industry
    - 1. The development of the early radio transistor
    - 2. New media terms and definitions
    - 3. The development and successful distribution of the Japanese television receiver set
    - 4. The development of early video concepts: Bing Crosby Productions (BPC) and the acquisition of the AMPEX corporation
  
- II . Current Broadcast Production Operations
  - A. Commercial television
  - B. Public television
  - C. Cable broadcast
  - D. Current regulation issues
  
- III. Broadcast News
  - A. Current issues and agendas
  - B. News script formats
  - C. Ethics in news reporting: objective vs. subjective issues
  - D. Broadcast operations and practices:
    - 1. Commercial news: ABC, CBS, NBC
    - 2. Public Broadcasting
    - 3. Cable Network News: CNN

## **Major Topics** ( continued )

IV. Careers in Broadcasting : Current trends and future predictions

V. Global View on Broadcasting

- A. What are the controlling philosophies?
- B. Third world issues
- C. The impact of deregulation
- D. The status of former communist states
- E. Formation of an International Telecommunication Union

VI. Current National and International Programming Trends

## **Course Requirements**

1. Attendance and active participation in class
2. Written examinations
3. A formal newsbrief script
4. A researched group symposium presentation based on a broadcast career
5. Required on-camera studio presentation of the newsbrief script
6. Two formal reports based on current trends in the broadcast industry. The reports must contain a formal bibliography and one formal interview. A copy of the interview questions must be included with the formal written report.

## **Other Course Information**

MCOM 111 is an elective designed for students interested in the mass communications field of study. Lectures and class discussions will cover the establishment of the mass audience concept and the general means of distributing information via the many electric and electronic means to that audience.

In class participation will take the form of small group assignments. Students are expected to complete these group assignments and have their individual contribution completed and ready for presentation at the assigned time. Screenings of notable broadcast programs will be supported by a formal study guide. Questions from these study guides may be used on written exams.

Students are encouraged to use powerpoint and other audio-visual equipment in the completion of the formal broadcast career symposium presentation.