

**Course Outline**  
**SPCM 110**  
Introduction to Electronic Media  
**3 Semester Hours**

**The Community College of Baltimore County**

**Description**

Radio, TV, cable, satellite transmission, computers, and their auxiliary services are part of a telecommunications network of systems that are a powerful force in today's world. This course covers the broad contexts in which these media systems operate. Historical, technological, economic, philosophical, sociological, and regulatory factors are considered throughout the course. Emphasis is placed on media system development and critical analysis of operations and content.

**Overall Course Objectives**

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

1. Identify significant developments in the electronic media and discuss the importance of the media within social, political, and economic structures in the U.S.
2. Describe the characteristics that make the U.S. television and radio systems unique.
3. Explain how the telecommunications industry functions.
4. Apply industry jargon in discussions about telecommunications.
5. Identify telecommunications career opportunities.
6. Analyze the impact of technological developments and industry trends on telecommunications systems.
7. Explain the roles and relationships among communicators, consumers, regulators, and other groups within the society.
8. Analyze strengths and weaknesses in U.S. mass media.

**Major Topics**

- Electronic Media and Society
  - Social Implications
  - Ethics
  - Laws
  - Distribution of Equipment

- Commercial Radio and Television
- Public Broadcasting and Cable Television
  - Entertainment Programming
  - News and Information Programming
- Media Administration
  - Audience Feedback
  - Advertising
  - Business Practices
- Other Media Forms and Careers in Media
  - Telecommunications
  - Corporate Telecommunications
  - Careers

### **Course Requirements**

Grading/exams: Grading procedures will be determined by the individual faculty member, but will include the following:

- At least two exams covering all five of the major topic areas listed above.
- Comprehensive final exam.
- At least three article reports of 2-3 pages each. Articles reviewed for these reports should appear in media trade publications.
- At least two production reports. Each student must participate in one in-studio and one remote production, and write a 1-2 page description of the experience.

### **Other Course Information**

This course is an elective designed for students who are considering careers in the electronic media industry.

The course may include guest lecturer visits from media professionals.