

TV-105: TV/Video Field Production

Course Description:

Basic processes of broadcasting -- advertising, ratings, the FCC, history, cable and networks -- are examined and provide the student with a working knowledge of the various separate aspects that make up the television industry.

Total Credits: 4.00

Course Competencies

- 1. Identify the pre-broadcast period.**
- 2. Identify the early days of radio**
- 3. Identify the pre-broadcast period.**
- 4. Examine the slow growth of television.**
- 5. Examine the maturation of television.**
- 6. Identify changes in television.**
- 7. Identify the slow growth period of cable.**
- 8. Identify satellite television distribution.**
- 9. Identify cable today.**
- 10. Identify the roots of non-commercial broadcasting.**
- 11. Examine public television.**
- 12. Identify computer based services.**
- 13. Identify telephone based services.**
- 14. Identify satellite based services.**
- 15. Identify home systems.**
- 16. Identify systems intended for business use.**
- 17. Identify early television on an international scope.**
- 18. Examine business practices.**
- 19. Identify the drama type program.**
- 20. Identify variety type programs.**
- 21. Identify news programming.**
- 22. Examine the Federal Communications Commission (FCC).**
- 23. Examine the free speech principle.**
- 24. Identify unique restrictions placed on broadcasters.**
- 25. Examine broadcast ethics.**
- 26. Examine broadcast effects.**
- 27. Identify high profile effects.**
- 28. Identify the mechanics of advertising.**
- 29. Examine production.**
- 30. Identify advertising considerations.**
- 31. Identify the concept of sampling.**
- 32. Identify current rating systems.**
- 33. Examine the mechanics of audience feedback.**