Course Syllabus
Wayne County Community College District
CTE 111 Television

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION:

This course covers techniques utilized by television stations in their programming. Emphasis is placed on commercial, cable and public television facilities and their relationship to the community.

EXPECTED COMPETENCIES

Upon successful completion of this course, the student will:
1. Develop a working knowledge of the history of the modern communications industry, including both television and radio
2. Construct a sense of how the new digital forms, such as cyber media, satellite television and radio, and interactive communications, are starting to impact the industry
3. Gain an understanding of the regulatory process, including the laws and agencies involved
4. Develop a working knowledge of what the Federal Communications Commission (FCC) has done in the past and what it does now
5. Gain an understanding of the types of programming, including series, commercial messages (and "infomercials"), and public service announcements
6. Learn how industry professionals and consumers can both influence the content and scheduling of programming
7. Develop an awareness of the techniques that the industry uses to measure the size of the audience for each program

ASSESSMENT METHODS

Student performance may be assessed by examination, quizzes, case studies, oral reports, group discussion, written reports or presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E