

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Communication</u>								
COURSE RUBRIC AND NUMBER	<u>COMM 1335</u>								
COURSE TITLE	<u>Introduction to Electronic Media</u>								
COURSE CREDIT HOURS	<table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;"><u>3</u></td> <td style="text-align: center;"><u>3</u></td> <td style="text-align: center;">:</td> <td style="text-align: center;"><u>0</u></td> </tr> <tr> <td style="text-align: center;">Credits</td> <td style="text-align: center;">Lec</td> <td></td> <td style="text-align: center;">Lab</td> </tr> </table>	<u>3</u>	<u>3</u>	:	<u>0</u>	Credits	Lec		Lab
<u>3</u>	<u>3</u>	:	<u>0</u>						
Credits	Lec		Lab						

I. Catalog Description

Introduces the theory and practice of radio, television, and cable and the analysis of production and programming in these technologies. **Prerequisite: READ 0309 or INRW 0311 or ESOL 0340 (can be taken concurrently) or by placement exam or ENGL 1301 with a “C” or better or ENGL 1302 with a “C” or better. (3:0).**

II. Course Objectives

Upon satisfactory completion of this course, students will be able to:

- A. Identify broadcasting terms and concepts needed to study the industry. Outline the primary events in the evolution of broadcasting and cable.
- B. Understand and be able to interpret the power and significance of electronic media.
- C. Outline the basic management structures of commercial radio, TV, network, cable and satellite operations, and be able to identify how business decisions interact with programming decisions.
- D. Describe how public broadcasting began and has evolved.
- E. Describe basic formats and genre of programming in radio and television, and be able to put scheduling strategies into practice.
- F. Explain how broadcasting, cable and satellite networks obtain programs.
- G. Describe the characteristics of electromagnetic energy and the physical properties of wavelengths, understanding these properties and uses of the electromagnetic spectrum.
- H. Describe methods of gathering ratings data, and how stations & networks use ratings for decision making.
- I. Describe the powers and the development of the FCC, the Communications Act of 1934, and recent communication policy actions by the federal government.

III. Evaluation

In order to achieve a grade of “C” for the electronic media journal, students should add one item a week. Fewer items will lead to a lower grade; conversely, extra items will garner higher grades. Spelling, grammar and neatness will count-all entries must be typed/word-processed. The instructor will check journal progress throughout the semester.

Class Participation, quizzes and final exam may be used to further evaluate students’ understanding of electronic media study.

Grading Scale

90-100	=	A
80-89	=	B
70-79	=	C
60-69	=	D
Below 60	=	F
Incomplete	=	I
Withdrew or Withdrawn	=	W

IV. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808);RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

V. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.