

C-ID Descriptor

Introduction to Electronic Media

Descriptor Details

- **Descriptor Title:** Introduction to Electronic Media
- **C-ID Number:** 100
- **Units:** 3.0
- **Date of Last Revision:** 9/17/2024 09:28:51 AM PDT

General Description

This course introduces the history, structure, function, economics, content and evolution of radio, television, film, the Internet, and new media, including traditional and mature formats. The social, political, regulatory, ethical and occupational impact of the electronic media are also studied.

Prerequisites

No information provided

Corequisites

No information provided

Advisories

No information provided

Content

May include but not limited to the following:

1. Basic elements of the history, structure, and function of electronic media
2. Comparing and understanding electronic media as business and as art
3. Regulation and control of electronic media

4. Impact of electronic media
5. Media representations of race/ethnicity, gender, class, sexual orientation, and ability will be analyzed.
6. Ethical and Legal issues
7. Digital media content creation
8. The Recording industry
9. The Motion Picture industry
10. Radio and Podcasting Industry and Programming
11. Broadcast Television Industry Programming
12. News and Documentary
13. Cable, Satellite and Over the Top TV (OTT) industries
14. Mobile and Internet communication including social media
15. Electronic Media Advertising
16. Emerging technologies (may include video games, virtual and augmented reality, and mobile entertainment)

Lab Activities

Not applicable

Objectives

At the conclusion of this course, the student should be able to:

1. Identify key developments in the history of major U.S. electronic media industries, especially their evolution as social, political, and economic forces in U.S. society.
2. Analyze issues of race, class, sexuality, ability, and gender as represented in both historic and contemporary media.
3. Describe the technical evolution of audio and video electronic media.
4. Identify the principle means of economic support and the audiences for different electronic media.
5. Analyze the regulation of electronic media.
6. Define commonly-used electronic communication technology.
7. Identify the business structure and revenue streams for each medium.
8. Describe a basic model of communication.

Evaluation Methods

- Writing assignments
- Oral presentations (pitches, e.g.)
- Oral critiques by peers and instructor
- Written critiques by instructor
- Quizzes and/or exam(s)

Textbooks

DeFleur and Dennis. *Understanding Mass Media in the Digital Age*. Pearson

Dominick, Messere and Sherman. *Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media*. McGraw Hill

Gross, Lynne. *Electronic Media: An Introduction*. McGraw Hill

Medoff and Kaye. *Electronic Media: Then, Now and Later*. Focal Press