



El Camino College
COURSE OUTLINE OF RECORD – Approved

I. GENERAL COURSE INFORMATION

Subject and Number: Film/Video 100
Descriptive Title: Introduction to Electronic Media
Course Disciplines: Film Studies
Division: Fine Arts

Catalog Description:

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

Conditions of Enrollment:

You have no defined requisites.

Course Length:	X Full Term	Other (Specify number of weeks):
Hours Lecture:	3.00 hours per week	TBA
Hours Laboratory:	0.00 hours per week	TBA
Course Units:	3.00	

Grading Method: Letter
Credit Status: Associate Degree Credit

Transfer CSU: X Effective Date: 10/19/2015
Transfer UC: X Effective Date: Fall 2018

General Education:

El Camino College:
2C – Social and Behavioral Sciences – General
Term: Fall 2016 Other:

CSU GE:

D7 - Interdisciplinary Social and Behavioral Science
Term: Other:

IGETC:

3B - Humanities
Term: Other:

4G - Interdisciplinary, Social & Behavioral Sciences
Term: Other:

II. OUTCOMES AND OBJECTIVES

A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)

1. At the end of this course, students will be able to chart the key technological developments that contributed to the creation of American radio and television broadcast networks.
2. At the end of this course, students will be able to differentiate between the economies of the film, television, radio, and Internet industries.
3. At the end of this course, students will be able to identify the formal characteristics of American radio and television programming from different time periods.

B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)

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.
Objective Exams
2. Describe the technical evolution of audio and video electronic media.
Term or other papers
3. Identify the principle means of economic support and the audiences for different electronic media.
Embedded questions
4. Analyze the regulation of film, radio, TV, and other electronic media.
Homework Problems
5. Define commonly used electronic communication technology.
Objective Exams
6. Identify the business structure and revenue streams for each medium.
Objective Exams
7. Understand the basic model of electronic communication.
Presentation
8. Identify the cultural impact that evolution in electronic media has had on society nationally and internationally.
Term or other papers

III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	6	I	A. Definition of electronic media B. Basic elements of the history of the structure and function of the electronic media C. Comparing and understanding the electronic media as business and as art D. Definitions <ol style="list-style-type: none"> I. What are electronic media? II. Unique elements of electronic media
Lecture	6	II	A. History of electronic media <ol style="list-style-type: none"> 1. Radio 2. Television 3. Film 4. New and Emerging Media
Lecture	3	III	A. Radio and Television economics <ol style="list-style-type: none"> 1. The network system 2. Ratings and ad rates 3. Payola then and now 4. Commercial and non-commercial programming
Lecture	6	IV	A. Film Economics <ol style="list-style-type: none"> 1. The studio system 2. Independent filmmaking 3. Ratings systems B. Multimedia and the Internet Economics <ol style="list-style-type: none"> 1. The dot com economy 2. Emerging niches
Lecture	9	V	A. Technological developments <ol style="list-style-type: none"> 1. Survey of technological developments of the 19th century <ol style="list-style-type: none"> a. Electricity b. Morse code as an early electronic medium c. Discovery of radio waves 2. Development of radio 3. Development of television 4. The Recording industry 5. The Motion Picture industry 6. Radio Industry and Programming 7. Television Industry and Programming 8. Film <ol style="list-style-type: none"> a. Magic lantern to 3-strip Technicolor 9. Internet 10. New and Emerging Media <ol style="list-style-type: none"> a. Integration of media

Lecture	6	VI	<p>A. Legal aspects</p> <ol style="list-style-type: none"> 1. Radio and television <ol style="list-style-type: none"> a. The development and evolution of the Federal Communication Commission. 2. Film <ol style="list-style-type: none"> a. Censorship <ol style="list-style-type: none"> i. Hays office 3. Motion picture ratings 4. International regulation of electronic media 5. Regulation and control of the electronic media 6. Impact of the electronic media 7. Ethical and Legal issues
Lecture	9	VII	<p>A. Social aspects</p> <ol style="list-style-type: none"> 1. News and Documentary 2. Cable, Satellite and Telco industries 3. Mobile and Internet communication 4. Electronic Media Advertising 5. Emerging technologies (may include video games and mobile entertainment) 6. Implications of evolution of media <ol style="list-style-type: none"> a. One-to-one evolve to one-to-many b. One-to-many evolves to many-to-many 7. Implications of the instant availability of media on culture <ol style="list-style-type: none"> a. DVRs and DVDs b. Music downloads
Lecture	9	VIII	<p>A. Cross-cultural comparisons</p> <ol style="list-style-type: none"> 1. The digital divide and implications 2. Differences in responses to media and their effects <ol style="list-style-type: none"> a. Gender b. Age c. Ethnicity <p>B. International effects</p> <ol style="list-style-type: none"> 1. Television and the Americanization of media 2. Cultural assumptions <ol style="list-style-type: none"> a. Journalism and objectivity 3. Freedom of information
Total Lecture Hours			54
Total Laboratory Hours			0
Total Hours			54

IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

A. PRIMARY METHOD OF EVALUATION:

Substantial writing assignments

B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:

Students will write a 2-3 page historical review of a selected medium's technological development in the United States.

C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:

1. Write a 2-3 page essay that analyzes the effect of the Production Code on the content of American movies of the 1930s and 40s.
2. In a 3-4 minute oral presentation, discuss the technological evolution of the Internet and its economic impact on the distribution of electronic media.

D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:

Essay exams
Objective Exams
Class Performance
Homework Problems
Term or other papers
Multiple Choice
True/False
Journal (kept regularly throughout the course)

V. INSTRUCTIONAL METHODS

Discussion
Group Activities
Guest Speakers
Internet Presentation/Resources
Lecture
Multimedia presentations

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. WORK OUTSIDE OF CLASS

Study
Required reading
Written work
Observation of or participation in an activity related to course content

Estimated Independent Study Hours per Week: 6

VII. TEXTS AND MATERIALS

A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

Medoff and Kaye. Electronic Media: Then, Now, Later. 3rd ed. Focal Press, 2017.
Qualifier Text: Discipline Standard,

B. ALTERNATIVE TEXTBOOKS

C. REQUIRED SUPPLEMENTARY READINGS

D. OTHER REQUIRED MATERIALS

VIII. CONDITIONS OF ENROLLMENT

A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
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B. Requisite Skills

Requisite Skills

C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
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D. Recommended Skills

Recommended Skills

E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Kevin O'Brien on 03/05/2015.

BOARD APPROVAL DATE: 10/19/2015

LAST BOARD APPROVAL DATE: 06/17/2019

Last Reviewed and/or Revised by: Kevin O'Brien on 04/09/2019
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