



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	FILM
Course Number:	100
Descriptive Title:	Introduction to Electronic Media
Division:	Fine Arts
Department:	Film/Video
Course Disciplines:	Film/Video
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.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	10/19/2015
Transfer UC:	Yes
Effective Date:	Fall 2016
General Education: ECC	Area 2C - Social and Behavioral Science
Term:	
Other:	
CSU GE:	Area C2 - Humanities
Term:	fall 2016
Other:	

IGETC:	Area 3B - Humanities, Area 4 - Social and Behavioral Sciences
Term:	fall 2016
Other:	
Student Learning Outcomes:	<p>SLO #1 Creation of American Radio and Television Broadcast Networks</p> <p>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.</p> <p>SLO #2 Economies of the Film, Television, Radio, and Internet Industries</p> <p>At the end of this course, students will be able to differentiate between the economies of the film, television, radio, and Internet industries.</p> <p>SLO #3 Formal Characteristics of American Radio and Television Programming</p> <p>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.</p>
Course Objectives:	<ol style="list-style-type: none"> 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. Describe the technical evolution of audio and video electronic media. 3. Identify the principle means of economic support and the audiences for different electronic media. 4. Analyze the regulation of film, radio, TV, and other electronic media. 5. Define commonly used electronic communication technology. 6. Identify the business structure and revenue streams for each medium. 7. Understand the basic model of electronic communication. 8. Identify the cultural impact that evolution in electronic media has had on society nationally and internationally.
Major Topics:	<p>I. Electronic media basics (6 hours, lecture)</p> <p>A. Definition of electronic media</p> <p>B. Basic elements of the history of the structure and function of the electronic media</p> <p>C. Comparing and understanding the electronic media as business and as art</p> <p>D. Definitions</p> <ol style="list-style-type: none"> 1. What are electronic media? 2. Unique elements of electronic media <p>II. History of electronic media (6 hours, lecture)</p> <p>A. Radio</p> <p>B. Television</p>

C. Film

D. New and Emerging Media

III. Radio and Television economics (3 hours, lecture)

A. The network system

B. Ratings and ad rates

C. Payola then and now

D. Commercial and non-commercial programming

IV. Economics of film and media (6 hours, lecture)

A. Film Economics

1. The studio system

2. Independent filmmaking

3. Ratings systems

B. Multimedia and the Internet Economics

1. The dot com economy

2. Emerging niches

V. Technological developments (9 hours, lecture)

A. Survey of technological developments of the 19th century

1. Electricity

2. Morse code as an early electronic medium

3. Discovery of radio waves

B. Development of radio

C. Development of television

D. The Recording industry

E. The Motion Picture industry

F. Radio Industry and Programming

G. Television Industry and Programming

H. Film

1. Magic lantern to 3-strip Technicolor

I. Internet

J. New and Emerging Media

1. Integration of media

VI. Legal aspects (6 hours, lecture)

A. Radio and television

1. The development and evolution of the Federal Communication Commission.

B. Film

1. Censorship

a. Hays office

C. Motion picture ratings

D. International regulation of electronic media

E. Regulation and control of the electronic media

F. Impact of the electronic media

G. Ethical and Legal issues

VII. Social aspects (9 hours, lecture)

A. News and Documentary

B. Cable, Satellite and Telco industries

C. Mobile and Internet communication

D. Electronic Media Advertising

E. Emerging technologies (may include video games and mobile entertainment)

F. Implications of evolution of media

1. One-to-one evolve to one-to-many

2. One-to-many evolves to many-to-many

G. Implications of the instant availability of media on culture

1. DVRs and DVDs

	<p>2. Music downloads</p> <p>VIII. Cultural and international implications (9 hours, lecture)</p> <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
Primary Method of Evaluation:	1) Substantial writing assignments
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.
Critical Thinking Assignment 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.
Critical Thinking Assignment 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.
Other Evaluation Methods:	Class Performance, Essay Exams, Homework Problems, Journal kept throughout course, Multiple Choice, Objective Exam, Term or Other Papers, True/False
Instructional Methods:	Discussion, Group Activities, Guest Speakers, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	

Up-To-Date Representative Textbooks:	Medoff and Kaye, <u>New Media: The Evolution of Electronic Communication</u> , 4th ed., Routledge, 2021.
Alternative Textbooks:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
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Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Kevin O'Brien

Date:	03/05/2015
Original Board Approval Date:	10/19/2015
Last Reviewed and/or Revised by:	Kevin O'Brien
Date:	04/09/2019
Last Board Approval Date:	12/19/2022