GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 03/22/2022

GCCCD Governing Board Approval: 04/19/2022

MEDIA COMMUNICATION 105 – INTRODUCTION TO ELECTRONIC AND DIGITAL MEDIA

 1. Course Number Course Title Semester Units

MCOM 105 Introduction to Electronic and Digital Media 3

Semester Hours 3 hours lecture: 48-54 hours 96-108 outside-of-class hours 144-162 total hours

 2. Prerequisites

 None

 Corequisite

 None

 Recommended Preparation

 None

 3. Catalog Description

This course introduces the history, structure, function, economics, content, and evolution of radio, television, film, internet, and new media. The social, political, regulatory, ethical, and occupational impacts of electronic and digital media are also introduced.

4. Course Objectives

 The student will:

1. Identify key developments in the history of major U.S. electronic media industries, especially their evolution as social, political, and economic forces.

b. Synthesize the technical evolution of audio, video, and other electronic and digital media.

c. Identify means of economic support and the audiences for various electronic and digital media.

d. Analyze the regulation of electronic and digital media.

e. Define commonly-used electronic and digital communication terminology.

 5. Instructional Facilities

 Standard classroom

 6. Special Materials Required of Student

None

 7. Course Content

a. History of broadcasting radio, TV, and the recording industry.

 b. History of film.

 c. History of internet and digital media.

 e. Innovators, inventors, organizations, and technological contributions.

 f. Economic, societal, political, and ethical impact of electronic and digital.

 g. Public interest, convenience, and necessity relating to electronic and digital media industries.

h. Laws and regulations of electronic and digital media and government agencies.

8. Method of Instruction

a. Lecture with extensive classroom discussion.

b. Video and audio resources.

c. Group projects and activities.

9. Methods of Evaluating Student Performance

a. Quizzes, midterm, and ~~a~~ written final exam.

b. Term paper(s) relating to issues, history, or innovations in the electronic and digital media industries.

c. Critique and evaluations of electronic and digital media.

 d. Student presentations involving laws, regulations, societal impact, and other issues concerning electronic and digital media.

10. Outside Class Assignments

1. Reading assignments from the text.
2. Research background information for preparation of a term paper on topics such as issues, history, or innovations in the electronic and digital media industries.
3. Written media critiques.
4. Planning and preparation for student presentations on topics such as laws, regulations, societal impact, and other issues concerning electronic and digital media.

11. Representative Texts

a. Representative Text(s):

Medoff, Norman & Barbara Kaye. *Now Media: The Evolution of Electronic Communication* (4th ed)*.* Taylor & Francis, 2021.

b. Supplementary texts and workbooks:

 None

 Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

a. Correlate and identify the progression of rules, regulations and laws that govern electronic and digital media.

b. Assess the technological advances that have developed into contemporary electronic and digital media standards of transmission, reception and recording.

c. Identify the means of economic support for various electronic and digital media outlets and businesses.