



Course Description

RTV1000 | Fundamentals of Broadcasting | 3.00 credits

In this introductory course for television and radio broadcasting, students will learn about the foundations of the American broadcast system.

Course Competencies

Competency 1: The student will understand the history of television and radio broadcasting by:

1. Identifying key events in the development of broadcasting
2. Examining how key events shaped modern broadcasting
3. Relating the history of broadcasting through written assignments

Competency 2: The student will comprehend basic commercial and noncommercial broadcast operations by:

1. Defining key broadcast station positions
2. Identifying basic broadcast station functions
3. Identifying broadcast distribution methods
4. Determining basic programming strategies
5. Explaining program ratings and measurement tools
6. Relating broadcast operations through assignments

Competency 3: The student will develop an understanding of the impact of broadcasting on global society by:

1. Defining First Amendment principles and regulatory issues affecting broadcasting
2. Examining broadcast licensing and telecommunications law
3. Developing theories and practices that apply to broadcasting
4. Developing broadcast theory and practice through written assignments

Learning Outcomes:

- Formulate strategies to locate, evaluate, and apply information