

# North Hennepin Community College

## TFT 1260: Introduction to Television

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 08 - Global Perspective, Goal 06 - Humanities/Fine Arts, Goal 08 - Global Perspective, Goal 06 - Humanities/Fine Arts

This course is an introduction to television's history, development, emerging technologies, influence, and future. It explores digital convergence as well as programming, distribution, regulation, and audience, constantly emphasizing the effect of money on this pervasive medium. Both television shows and movies about television will help illuminate the course content.

**B. COURSE EFFECTIVE DATES:** 08/26/2004 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. This class usually will include the following topics, though not all will be covered in every section every year: Broadcast, Cable, & Satellite TV
2. Brief History of Television
3. Television News
4. Cable & Satellite TV
5. Advertising & Promotions
6. Digital Convergence
7. Technologies
8. Globalization
9. Organization of the Industry
10. Programming & Distribution
11. Theory & Research

#### **D. LEARNING OUTCOMES (General)**

1. Demonstrate an awareness of the differences between broadcast, cable, and satellite television (in technology, demographic appeal, business methods, and impact). To articulate the persuasive effect of television on the students conception of reality, on their understanding of global social and political issues, and on their buying habits (need vs. want in the advertising age). (MnTC G 6, comp a, b, c, e; MnTC G 8, comp a, c, d; NHCC ELO 1, 2)
2. Practice in using critical skills (interpretive, evaluative, and analytical) toward understanding a TV shows effects and judging its quality, not only articulating their reactions to this medium, but also indicating why they react the way they do. (MnTC G 6, comp a, b, c, e; NHCC ELO 1, 2, 4)
3. Show some knowledge of television history and terminology (toward understanding television's part in shaping current global society and discuss the future of television and its role in their lives). (MnTC G 6, comp a, b, c, e; MnTC G 8, comp a, c, d; NHCC ELO 1, 2, 4)
4. Experience evaluating television's social context and cultural influence as a way of understanding that television is not only an entertainment medium, but also a powerful tool for communication of a point of view. (MnTC G 6, comp a, b, c; MnTC G 8, comp a, c, d; ; NHCC ELO 1, 2)

#### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

##### Goal 08 - Global Perspective

1. Analyze specific international problems, illustrating the cultural, economic, and political differences that affect their solution.

##### Goal 06 - Humanities/Fine Arts

1. Demonstrate awareness of the scope and variety of works in the arts and humanities.

##### Goal 08 - Global Perspective

1. Describe and analyze political, economic, and cultural elements which influence relations of states and societies in their historical and contemporary dimensions.

##### Goal 06 - Humanities/Fine Arts

1. Understand those works as expressions of individual and human values within an historical and social context.
2. Respond critically to works in the arts and humanities.
3. Articulate an informed personal reaction to works in the arts and humanities.

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

None noted