

Montgomery County Community College
COM 214
Radio around the World
3-3-0

COURSE DESCRIPTION:

This course surveys the history and evolution of radio in America and around the world and its impact on society and culture. Topics range from the roots of AM and FM to Internet, Satellite, and emerging technologies that impact radio. Emphasis is placed on the history of programming styles, marketing, music, news promotion, and job development in the radio industry.

REQUISITES:

Previous Course Requirements

- COM 111 Mass Media and Society with a minimum grade of "C"

Previous or Concurrent Course Requirements

- ENG 102 English Composition II

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Discuss key elements in the history of U.S. radio and as a medium used around the world.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric
2. Evaluate our current radio environment and various distribution modalities using appropriate vocabulary and concepts	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric
3. Analyze various radio programming and distribution models used around the world.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Create proposals and presentations on the history of effective programming styles, marketing, music, promotion, and job development in radio.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Recorded Sound
2. Birth of Radio (AM/FM)
3. Golden Age of Radio
4. Television's Impact on Radio
5. Internet/Satellite
6. Radio Around the World
7. Programming Styles
8. Marketing
9. Promotion
10. Job Development

LEARNING MATERIALS:

Walker, Jesse. (2004). *Rebels on the Air: An Alternative History of Radio in America*. NYU Press.

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clips.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Morgan Betz and Neil Goldstein

Date: 3/8/2007

Revised by: Neil Goldstein

Date: 5/15/2013

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 6/10/2013

Revised by: Allan Schear and Gerald Collom

Date: 1/14/2016

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 6/01/2016

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.