Montgomery County Community College
MSP 216
History of Television
3-3-0

COURSE DESCRIPTION:
This course surveys the historical, social, economic, and aesthetic implications of television in American life since WWII. Students learn about the people, personalities, technology, and business decisions responsible for the development of television as an industry. Students explore the development of television and the global impact of the medium, and they learn how American life shapes both the content and development of the television industry. This course is subject to a course fee. Refer to http://mc3.edu/adm-fin-aid/paying/tuition/course-fees for current rates.

REQUISITES:
Previous Course Requirements
* MSP 111 Mass Media and Society with a minimum grade of "C"

Previous or Concurrent Course Requirements
ENG 102 English Composition II

COURSE COMMENT
* COM 216 may be substituted for MSP 216

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Discuss key elements of the historical development of television.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric
2. Evaluate the industrial, social, and technological changes in the television industry 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

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Critique how television programming influences culture and politics.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	

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. Early Beginnings of TV
2. Early TV Programming
3. Golden Age Programming
4. Network Consolidation
5. Sitcoms, Soaps, and Saturday Mornings
6. FCC and Regulation
7. New Competitors

LEARNING MATERIALS:

Edgerton, Gary. (2009). *The Columbia History of American Television;* Columbia University 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: Neil Goldstein and Allan Schear 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

Revised by: Allan Schear & Therol Dix Date: 9/7/2017
VPAA/Provost or designee Compliance Verification: Date: 11/1/2017

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.