

Department of Mass Communication  
**COURSE SYLLBUS**

**Course Number and Name:** MCM 380 – Broadcast and Cable Programming

**Instructor:** Dr. Maurice Odine **Office Hours:** Tuesday, Thursday: 12:00 – 01:00 p.m.

**Office Location:** CBCB 308 **Office Phone:** 936-294-1346

**Text:** Eastman, S.T. and Ferguson, D.A. (2002). Broadcasting/Cable/Web Programming: Strategies and Practices (6th Edition). Belmont, CA: Wadsworth/Thomson Learning.

### **Course Description**

This course addresses issues related to audience psychology and the principles of audience analysis. Also discussed are methods for determining the characteristics of greatest programming appeal to desired audience. In addition, program types, ratings, and program selection are examined. Prerequisite: Junior standing. Credit: 3.

### **Objectives**

The objective of this class is to provide the skills needed to create media literacy. Students are expected to understand and apply the concepts of the authors of the text, different concepts provided by the lecture and discussion, and the relative strengths and weaknesses of all strategies used in programming. By the end of this course, students should be able to identify the underlying ideas behind station programming.

### **Course Competencies**

Upon completion of this course, students should be able to:

1. Understand the consumer need for programming
2. Understand the process programming undergoes from creation to scheduling, and to broadcast
3. Understand the effects of limited resources (time, space, finances) on programming selection
4. Identify factors in programming competition and cooperation in single channel and network programming.

### **Methods**

Teaching method in the course includes lecture, classroom discussion, guests, screenings, and writing. Students are required to come to class prepared by reading all materials assigned before the start of the class.

### **Assignments**

There will be three assignments during the course of the semester. These are:

1. In project 1, each student is to observe a local television program of any genre. The student is to watch it, critique it, and make general observations over a two-week period. Each student is to write at least a two-page typed, double-spaced report on the program.
2. In project 2, each student is to select a news program on a radio station. It may be a local station, regional, or network. Each student is to listen and critique the newscasts over the second half of the semester, and write at least a two-page report. Include nature of news stories broadcast; how the news relates to local/state interest; caliber of anchor and reporters; differences of reporting content and subsequent quality between national and local.
3. Each student is to choose an audience rating company for either radio or television, and write at least a three-page report due at the end of the semester. Include at least the following: audience being served; nature and impact of advertising; data presented and how it relates to the media entity.

### **Grading**

Grading will be as follows:

Quiz	10%
Individual projects	70%
Class Attendance/Participation	10%
Final Exam	<u>10%</u>
<b>Total</b>	<b>100%</b>

The letter grade will be awarded according to the following:

90-100	A
80-89	B
70-79	C
60-69	D
59 and below	F

