



**UNIVERSITI TEKNOLOGI MARA**

**BRO410: PRINCIPLES OF BROADCASTING**

<b>Course Name (English)</b>	PRINCIPLES OF BROADCASTING <b>APPROVED</b>
<b>Course Code</b>	BRO410
<b>MQF Credit</b>	3
<b>Course Description</b>	This is an introductory course for students majoring in broadcasting and multimedia. Elements, activities and components, involving international and local broadcasting and multimedia will be discussed. Basic broadcasting and multimedia history, system and issues will also be learned by the students. The course will also introduce basic broadcasting and multimedia theories and terminology to the students as well as issues, ethics and new trend.
<b>Transferable Skills</b>	Identifying, recognizing and discussing the development and issues of today's electronic media
<b>Teaching Methodologies</b>	Lectures, Field Trip, Discussion
<b>CLO</b>	<p>CLO1 Describe the basic knowledge and understanding of the history and development of the broadcasting industry</p> <p>CLO2 Explain the functions of broadcasting and its operation</p> <p>CLO3 Explain the challenges and issues of the broadcasting, locally and internationally</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<p><b>1. Broadcasting as a mass communication medium</b></p> <p>1.1) 1. Origins of Electronic Media</p> <p>1.2) 2. the characteristics of traditional mass media</p> <p>1.3) 3. The characteristics of the World Wide Web</p> <p>1.4) 4. Trends and terminology</p> <p>1.5) 5. Current and future influences</p> <p>1.6) 6. Top ten reasons of studying electronic media</p>	
<p><b>2. Components and history of the electronic media</b></p> <p>2.1) 1. Film</p> <p>2.2) 2. Radio</p> <p>2.3) 3. Television</p> <p>2.4) 4. Recording</p> <p>2.5) 5. Cable</p> <p>2.6) 6. Satellite</p> <p>2.7) 7. Video Games</p> <p>2.8) 8. The internet and World Wide Web</p>	
<p><b>3. Telecommunications history and practices in Malaysia</b></p> <p>3.1) 1. Early Radio development in Malaysia</p> <p>3.2) 2. The coming of television</p> <p>3.3) 3. Privatization of Broadcasting Industry in Malaysia</p> <p>3.4) 4. The Rise of Cable Television in Malaysia</p> <p>3.5) 5. Satellite television</p> <p>3.6) 6. Telecommunication and Multimedia Act 1998</p>	

**4. Telecommunications systems in other parts of the World**

- 4.1) 1. Comparative electronic media system
- 4.2) 2. Differences in Electronic media system: A model
- 4.3) 3. Electronic media in other countries
- 4.4) 4. New World Information Order
- 4.5) 5. International electronic media system
- 4.6) 6. International Radio Broadcasters
- 4.7) 7. Unofficial International services: Clandenstine and Pirates
- 4.8) 8. International obligations

**5. Radio**

- 5.1) 1. Early Inventors and Inventions
- 5.2) 2. Radio becomes a mass medium
- 5.3) 3. The beginning of commercial radio
- 5.4) 4. Influences of early radio
- 5.5) 5. World War II
- 5.6) 6. AM Radio
- 5.7) 7. FM Radio
- 5.8) 8. Radio goes digital

**6. Television**

- 6.1) 1. The experimental years
- 6.2) 2. The Big Freeze
- 6.3) 3. The Golden Age
- 6.4) 4. Upheaval and Education
- 6.5) 5. Increased choice and competition
- 6.6) 6. Digital Television
- 6.7) 7. Industry structure
- 6.8) 8. Technological challenges

**7. Cable, Satellite and other delivery system**

- 7.1) 1. Cable delivery
- 7.2) 2. Satellite delivery
- 7.3) 3. Microwave delivery
- 7.4) 4. Point-to-point or One-to-one communication
- 7.5) 5. Internet delivery
- 7.6) 6. The changeover to digital

**8. The Internet**

- 8.1) 1. History of the Internet and the World Wide Web
- 8.2) 2. Internet resources
- 8.3) 3. The rise of Internet radio
- 8.4) 4. Television's migration to the web
- 8.5) 5. How the Internet works
- 8.6) 6. Internet users
- 8.7) 7. The World Wide Web and the mass media
- 8.8) 8. The Internet and television
- 8.9) 9. Weblogs

**9. Operating, producing and distribution**

- 9.1) 1. Radio
- 9.2) 2. Television
- 9.3) 3. Cable and satellite system
- 9.4) 4. Production and distribution
- 9.5) 5. Cable television
- 9.6) 6. Broadcast Media
- 9.7) 7. Satellite delivery

**10. Broadcast programming**

- 10.1) 1. Types of programs
- 10.2) 2. Where radio comes from
- 10.3) 3. Who pays for programs
- 10.4) 4. Who schedule programs
- 10.5) 5. Types of programs
- 10.6) 6. What types of channels carry what types of programs
- 10.7) 7. How programs are scheduled

**11. Supporting industries in broadcasting and multimedia**

- 11.1) 1. Advertising: 3000BC to 1990
- 11.2) 2. Early radio advertising
- 11.3) 3. Early television advertising
- 11.4) 4. Advertising: 1990 to present
- 11.5) 5. Criticism of advertising

**12. Broadcasting and multimedia ethics, rules and regulations**

- 12.1) 1. The beginnings of regulation
- 12.2) 2. The basis of regulatory power
- 12.3) 3. Overview of regulations
- 12.4) 4. Other legal concerns
- 12.5) 5. The Telecommunication Act of 1996
- 12.6) 6. Other legal issues
- 12.7) 7. Ethical Issues

**13. The Influences and Effects of Mass Media**

- 13.1) 1. Strong Effects
- 13.2) 2. Limited Effects
- 13.3) 3. Moderate Effects
- 13.4) 4. Powerful Effects
- 13.5) 5. Effects of Mediated Violence
- 13.6) 6. Effects of Offensive Songs Lyrics
- 13.7) 7. Effects of Video Games
- 13.8) 8. Effects of the Internet
- 13.9) 9. Agenda Setting and Uses of Gratification of Mass Media
- 13.10) 10. Media Violence

**14. The future of broadcasting and multimedia**

- 14.1) 1. Messaging system
- 14.2) 2. Computers
- 14.3) 3. Music
- 14.4) 4. Television
- 14.5) 5. Cameras
- 14.6) 6. Home Networking
- 14.7) 7. A wireless world

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	GROUP PROJECT - Case Study	40%	CLO3
	Test	TEST	20%	CLO2

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Medoff, Norman J. and Kaye, Barbara K. 2005, <i>Electronic Media, Then, Now and Later</i>, Ed., , Boston : Pearson [ISBN: ]</li> <li>• Joseph Dominick 2011, <i>Broadcasting, Cable the Internet and Beyond</i>, 7th Ed., McGraw-Hill</li> </ul>	<ul style="list-style-type: none"> <li>• Lynne Schafer Gross 2012, <i>Electronic Media: An Introduction</i>, 11th Ed., McGraw-Hill Education</li> <li>• Joseph Dominick, Barry Sherman, Fritz Messere 2011, <i>Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media</i>, 7th Ed., McGraw-Hill Education</li> <li>• Joseph Straubhaar, Robert LaRose, Lucinda Davenport 2015, <i>Media Now: Understanding Media, Culture and Technology</i>, 9th Ed., Gengage Learning</li> <li>• John V.Pavlik 2015, <i>Digital Technology and the Future of Broadcasting: Global Perspective</i>, Routledge</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	