Global Learning Semesters
Course Syllabus
Course: COMM-115 Introduction to Electronic Media
Department: Communication
Host Institution: University of Nicosia, Nicosia, Cyprus

GLOBAL LEARNING SEMESTERS

Course Summary		
Course Code	**Course Title**	**Recommended Credit Hours**
COMM-115	Introduction to Electronic Media	3
Semester Offered	**Contact Hours**	**Prerequisites**
Fall Spring, Summer	42	
Department	**Level of Course**	**Language of Instruction**
Communication	Lower Division	English

Course Description

This course covers topics including the following: History of broadcast media; Audio and video technology and the internet; Broadcast and cable television today; The business of broadcast and cable; Television programming; Ratings and audience feedback; and Self-regulations and ethics.

Instructor

Tao Papaioannou

Course Aims and Objectives

This course has three objectives. First, students will be introduced to the history and recent development of electronic media including television, radio, cable, home video and the internet. Second, students will become familiar with the social and technical factors in programming and promoting media products. Finally, students will evaluate the social impact of the electronic media and hopefully become critical consumers of the media.

Teaching Methods

The course is delivered through a mixture of lectures, student discussions and presentations, practical exercises and assignments.

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week). During the Summer session the course is delivered in 6 weeks (6 hours/week).

Evaluation and Grading

Pop quizzes: 10%
Presentation: 20%
Mid-Term: 20%

Final Exam: 50%

Readings and Resources

Required Textbook

Reading packet compiled by the instructor.
Dominick, J. R., Sherman, B. L. and Messere, F., (2000). Broadcasting, cable, the internet, and beyond. Mc Graw Hill: Boston.

Recommended Reading

Moores, S., (1993).Interpreting Audiences. Sage Publications.
Orlik B. P., (1992). The Electronic Media. Allyn & Bacon.