

Los Angeles Valley College
Course Level Student Learning Outcomes (SLO)

Course Name and Number: Broadcasting 1: Fundamentals of Radio and Television
Broadcasting

Course Objectives: (List the course objectives as they appear in the course outline of record.) Define “broadcasting;” explain the technology of broadcasting; demonstrate the development of radio; compare and contrast the various “golden ages” of television; analyze the impact of broadcasting on the culture, including race relations; assess the differences in content pre- and post changes in financial interest in syndication rules; debate the positives and negatives of vertical integration in the broadcasting industry; compare and contrast over-the-air broadcasting and cable; describe how the Internet is changing broadcasting.

Establish 1–2 course level student learning outcomes and indicate how each SLO will be assessed.

Course Level Student Learning Outcome	Assessment Measure
Student will describe the evolution of broadcasting from the early days of point to point wired (telegraph) through broadcasting in radio and television and concluding with the narrowcasting of the Internet.	Long form report covering a specific aspect of the broadcast industry such as the battles between Armstrong and DeForest. Short essays about the impact of the media The department will develop a rubric to assess whether students have gained the skills necessary for describing the broadcasting process.
Students will explain today’s network structure from both creative and business aspects.	Role playing project where students create a network environment and the various players involved to assess their comprehension of how the various parts fit together.