

## CTVA 305 "History of Broadcasting"

Fall 2009

3:30 – 6:15 p.m., Tues. Manzanita Hall 130

Robert Gustafson

Office Hours: 12:30-2:30 p.m. Mon. and Tues, Manzanita Hall 195.

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### Student Learning Objectives

(1) This course offers students the opportunity to gain a fundamental understanding of the origins and development of the broadcast media, including the topics of financial support, influence in society, and changes in the future. (2) This course also offers students the opportunity to learn "to operate and manage business structures, personnel, budgets, advertising, sales, research, and regulation of independent, studio and network electronic media." CSUN University Catalog 2008-2010, p. 161.

### Course Requirements

(1) To do the assigned readings on schedule. (2) To attend all regularly scheduled class meetings.  
(3) To complete successfully three examinations.

### Grading Policy

Exam 1	33.3%
Exam 2	33.4%
Exam 3	33.3%
Total	100.0%

The course grade is the average score of the three exams. For example, if the three exam scores were 88% B, 72% C, and 67% D, that's  $88+72+67$  divided by 3 = 76% which is a C.

Plus and minus grades are not given. Only whole grades, A, B, C, etc. are given for the course grade. A split grade system, A/B, B/C, etc. is used for the exams when the score is one percent away from the next higher grade, for example a 79% is a B/C. Course grades that would have earned a split grade are given the higher grade. For example, the 79% score as a course grade would be a B. See [www.csun.edu/catalog/undergraduatepoliciesandprocedures.html](http://www.csun.edu/catalog/undergraduatepoliciesandprocedures.html) for more details about grading.

Students who attend various specified special events throughout their entirety will be able to receive an additional 2% of the course grade per event. Proof of participation is registration through a sign-in sheet at the event. For instance, if the student attended three special events, that's  $3 \times 2\%$  (which is an additional 6%) added to their course grade. A course grade of 76% C then gets the additional 6% which puts the course grade at 82% B.

Special event communications are via fliers handed out in class and/or by CSUN email. Please be sure to regularly check your CSUN email account or have it forwarded to your personal email service.

### Absentee Policy

Students are strongly advised not to be absent for classes since the course meets only once a week. Since there is no way to differentiate between legitimate and contrived reasons for absences, no excuses can be recognized.

For a grade of "Incomplete," see [www.csun.edu/catalog/undergraduatepoliciesandprocedures.html](http://www.csun.edu/catalog/undergraduatepoliciesandprocedures.html)

### Required Text

Robert Gustafson, *A History of Broadcasting*.

**Schedule of Classes:** this schedule including the exams dates are subject to change without notice.

**Computers and all hand held devices must be off during the screenings.**

Aug. 25:       **Introduction.**

- Sep. 1:       **The Rise of Radio.**  
*Empire of the Air.*
- Sep. 8:       **Radio Sells Records.**  
*Pop Tunes of 1935-1940.*
- Sep. 15:      **The Birth of the Radio Networks.**  
*Amos 'n' Andy*
- Sep. 22:      **EXAM 1**
- Sep. 29:      **Mechanical Television.**  
*Murder by Television*
- Oct. 6:       **Electronic Television and the DuMont Network.**  
*Texaco Star Theatre,*  
*The Honeymooners.*
- Oct. 13:      **Syndication & the Three Camera Set-Up.**  
*Martin Kane, Private Eye.*  
*I Love Lucy.*
- Oct. 20:      **Programming Challenges: The Creation of ABC.**  
*The Untouchables.*
- Oct. 27:      **EXAM 2.**
- Nov. 3:       **An Era of Adjustments and Scandals: Changes in Production & in Ownership.**  
*Have Gun Will Travel.*  
*Twenty-One.*
- Nov. 10:      **The Creation of the Programming Department  
and the "Mission" of Television.**  
*CBS Reports: Murrow versus McCarthy.*
- Nov. 17:      **The Fight for Color Television.**  
*Mission: Impossible.*
- Nov. 24:      **Political Reaction to the Networks / Doing the Impossible: Fox Television.**  
*CBS: The First 50 Years.*  
*FOX: The First 15 Years.*
- Dec. 1:       **Signs of the End of the Broadcast Era.**
- Dec. 8:       **EXAM 3.**

Please note that this course requires strict compliance with the Academic Honesty Standards contained in the University Catalog.

Students with disabilities must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110, (818) 677-2684.