TELEVISION AND RADIO  

College of Communication Arts

271. Foundations of Broadcasting  
Fall, Winter, Spring, Summer. 3(3-0) Sophomores  
Origin, development, nature, and function of radio and television in modern society.

272. Fundamentals of Radio Broadcasting I  
Fall, Winter, Spring. 3(2-2) Sophomores  

273. Fundamentals of Radio Broadcasting II  
Fall, Winter, Spring. 3(2-2) 272  
Fundamentals of radio program production. Students responsible for writing, directing, and performing all types of radio formats.

280. History of the Motion Picture  
Fall, Winter, Summer. 3(2-2) Sophomores  
Development of the motion picture from its beginning to the present, emphasizing social background and cultural values. Screening of significant films from various periods and countries.

352. Fundamentals of Television Broadcasting I  
Fall, Winter, Spring. 3(1-4) 273  
Basic orientation to the television studio, with laboratory experience in equipment operation and personnel functions.

353. Fundamentals of Television Broadcasting II  
Fall, Winter, Spring. 3(1-4) 273  
Continuation of 352, with emphasis on control-room and projection-room practices. Assigned experience in closed-circuit television.

356. Radio and Television Continuity Writing  
Fall, Winter, Spring. 3(3-0) 272  
Theory, analysis, and practice in the writing of station and program continuity.

383. Radio and Television Announcing  
Fall, Winter, Spring. 3(2-2) Majors: 272 and 352; others: 437  
Emphasis on developing professional speech habits for radio and television. Training in various styles of delivery for microphone and camera.

386. Broadcast Promotion  
Winter, Spring. 3(3-0) Six credits in television and radio or approval of department.  
Purpose, creation and production of promotional ideas and material in broadcasting. Introduces the student to the promotional facet of broadcasting, relating it to increasing sales, audience size and improving public relations.

390. Cinema I  
Fall. 3(2-2) Approval of department  
Survey of the film production process: concepts, techniques, procedures, problems, tools. Emphasis on production as the execution of film design.

391. Cinema II  
Spring. 3(2-2) 390  
Theory and practice in film production: script, scheduling, shooting, editing, sound. Elaboration and implementation of Cinema I concepts.

395. Radio and Television in Education  
Fall, Winter, Summer. 3(3-0) Approval of department  
Uses of broadcast media for instructional purposes, both on the-air and in the classroom. Current uses by institutions of higher learning and public schools, including both broadcasting and closed-circuit television. Survey of research studies of the effects of educational broadcasting. Types of educational programs are evaluated. Specialists in educational radio and television participate as guest lecturers.

396. Broadcasting and Government  
Fall, Winter. 3(3-0) Juniors  
Radio, television and film in a social context with emphasis on the legal and regulatory aspects of the media.

STUDIO ART

See Art.

SYSTEMS SCIENCE

See Electrical Engineering and Systems Science.
497. Responsibilities of Broadcasters
   Winter, Spring, Summer. 3(3-0) Five
   ten credits in television and radio or approval
   of department.
   Requirements and responsibilities of the broad-
   caster as the administrator of a public trust.

499. Individual Projects
   Fall, Winter, Spring, Summer. Variable
   credit. Approval of department.

822. Art Instructional Media
   Laboratory II—Television
   Fall, Winter, Spring, Summer. 4(1-9)
   May re-enroll for a maximum of 8 credits. 437
   or experience in the television field. Interde-
   partmental and administered jointly with the Art
   Department.
   Review and analysis of teaching video tapes and
   television programs in art. Students may write
   television scripts, design sets and props, and
   teach in a taped or live closed-circuit or open
   channel program.

830. Television Producer
   Fall, Spring. 3(3-0) May re-enroll for a
   maximum of 6 credits. 333 or approval of de-
   partment.
   Producer's functions in planning and supervising
   the execution of television programs, with em-
   phasis on content, organization and use of pro-
   duction techniques to secure the intended audi-
   ence response.

831. Research in Broadcasting and
   Film
   Fall, Summer. 3(3-0) Approval of de-
   partment.

835. Television and Radio Audience
   Studies
   Winter, Summer. 4(4-0) Approval
   of department.
   Television and radio audience attitudes and be-
   havior. Studies of effects of various types of
   broadcast formats, presentations and systems on
   individuals and groups.

840. News and Public Affairs
   Programming
   Winter, Spring, Summer. 4(4-0) May
   re-enroll for a maximum of 12 credits. Ap-
   proval of department.
   Winter: Organization and management of the
   radio and television news and public affairs de-
   partment.
   Spring: Research and experimentation in pro-
   gram design and writing.
   Summer: News program problems and policies.

850. Seminar in Broadcast
   Management
   Fall, Winter, Spring. 4(4-0) May
   re-enroll for a maximum of 12 credits. App-
   roval of department.
   Fall: Administrative problems in radio and tele-
   vision station management.
   Winter: The broadcaster's responsibilities to his
   public.
   Spring: Case studies in station management.

885. Seminar in Educational
   Broadcasting
   Winter, Spring, Summer. 4(4-0) May
   re-enroll for a maximum of 12 credits. App-
   roval of department.
   Winter: Instructional television and radio pro-
   gram planning.
   Spring: Utilization of broadcast media by the
   classroom teacher.
   Summer: Teaching of broadcasting at the col-
   lege and university level.

890. Special Problems
   Fall, Winter, Spring, Summer. Variable
   credit. Approval of department.

899. Research
   Fall, Winter, Spring, Summer. Variable
   credit. Approval of department.

941. Evaluation and Criticism in
   Broadcasting and Film
   Winter. 3(3-0) Approval of depart-
   ment.
   Formulation and application of standards for
   objective appraisal of the social, ethical and
   artistic aspects of radio, television and film pro-
   grams.

995. Seminar in Global Broadcasting
   Fall, Winter, Spring. 4(4-0) May re-
   enroll for a maximum of 12 credits. Approval
   of department.
   Fall: The American system of broadcasting in a
   historical and social context with emphasis on
   social controls.
   Winter: Foreign domestic systems of broadcas-
   ting.
   Spring: International systems of broadcasting;
   including Voice of America, Radio Moscow, Radio
   Free Europe, and satellite communications.

TEXTILES, CLOTHING
AND RELATED ARTS

College of Home Economics

140. Matrix: Design for Living
   Fall, Winter, Spring. 3(3-0)
   Intellectual development including value identi-
   fication and judgment through the study of design,
   a vital part of the matrix of living. Design
   components and principles as they relate to the
   function and ideas in the various phases of man's
   environment and daily life.

141. Design I
   Fall, Winter, Spring. 3(0-6) 140,
   STA 132.
   Application of design elements and principles in
   creative problems and media.

142. Design in Clothing
   Fall, Winter, Spring. 3(2-2) 140.
   Design elements and principles as applied to
   clothing.

152. Principles of Clothing
   Construction I
   Fall, Winter, Spring. 3(2-2)
   Introduction of principles of clothing construc-
   tion with relationship to fit, fabric and garment
   assembling.

170. Textiles I
   Fall, Winter, Spring. 3(3-0)
   Evaluation of general textile information by
   means of consumer-oriented concepts of durabil-
   ity, comfort, care and aesthetics that con-
   tribute to produce serviceability and satisfac-
   tion.

201. Introduction to Textiles and
   Clothing Production, Distribution
   and Consumption
   Winter, Spring. 3(3-0)
   Survey of the production of textiles, apparel
   and apparel accessories and channels of distribu-
   tion from the manufacturer to the consumer.
   Study of fashion influences on consumer buying
   and the retailer's role as liaison between con-
   sumer and manufacturer. Opportunities for care-
   ers in all phases of the industry investigated.