Telecommunication — Description of Courses

415. Cable Communication
Fall, Winter, Spring. 4(4-0)
Juniors.
History, technology, public policy, services, economics, management and social effects of broadband cable communication systems.

421. Electronic Field Production and Editing
Spring. 4(4-2) TC 301, TC 302.
Principles of videotape recording and editing in single-camera production style. Historical, technical, legal and ethical aspects of electronic field production and editing. Extensive field work required.

430. Telecommunication Computer Applications
Fall. 4(4-0) TC 230, CPS 115 or CPS 120 or approval of department.
Telecommunication applications for computer hardware and software. Includes consideration of human factors, policy and application in consumer, business and research sectors of telecommunication industry.

437. Television Program Development
Fall, Winter, Spring. 3(2-2) Senior nonmajors.
Television production planning and practices. Designed for non-majors who desire a working knowledge of the medium for application in other fields.

440. Videotex Systems and Applications
Spring. 4(4-0) TC 430 or approval of department.
Technology assessment of one-way and interactive videotex systems and applications, system technical design, hardware, software, information providers and users. Policy, economic and social impacts considered.

451. Advanced Television Directing
Fall, Spring. 3(0-6) TC 361, approval of department.
Assigned experiences in television directing of programs written and produced by students in TC 351.

452. Telecommunication Industries and Services (MTC)
Fall, Winter, Spring. 4(4-0)
Analysis of different telecommunication industries with focus on economic history, market structure, business practices, and interfaces with other industries.

460. Integrated Telecommunication Systems
Winter. 4(4-0) TC 310.
Role and function of telephony and related audio/visual/telecommunication systems, networks and services in modern society.

470. Integrated Telecommunication Systems Operations
Winter. 4(4-0) TC 460 or approval of department.
Operation of voice, data, video and image communication systems. Technical features of transmission systems, protocols, architecture and terminal equipment.
480. Integrated Telecommunication System Implementation
Spring. 4(4-0) TC 480 or approval of department.
Techniques for assessing organizational requirements for voice, data, video and image communication systems. Guidelines for effective implementation of integrated telecommunication systems.

489. Telecommunication in Education
Fall, Winter. 4(4-0) Juniors.
Uses of telecommunication media for instructional purposes. Usage by educational and other public institutions. Corporate and industrial applications for training and education. Applications of interactive telecommunication in education.

498. International Telecommunication
Fall, Summer. 4(4-0) Juniors.
Alternative approaches to television, radio, cable, and satellite communication with examples from selected national and international systems. Telecommunication's role in national development. Conflict and cooperation in information distribution and propaganda.

499. Individual Projects
Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. Junior telecommunication majors and approval of department.

501. Telecommunication Technologies
Spring, Summer. 4(4-0) Approval of department.
Developing technologies in telecommunication, such as telephony, cable, multiple multipoint distribution services, videocassette recordings, low power television, videotext, satellite distribution. Impacts and interrelationships of services.

510. Telecommunication Policy Analysis
Winter, Spring. 4(4-0) TC 310, or approval of department.
Systematic interdisciplinary analysis of major public and private telecommunication policies applying tenets from law, political science, economics, communication, general social science and technology.

515. Multichannel TV Operations and Programming
Spring. 4(4-0) TC 401, TC 415 or approval of department.
Case studies in multichannel television system management and programming; cable, multiple multipoint distribution service, satellite master antenna TV, direct broadcast satellite.

821. Mass Communication Theory and Research
Fall, Spring. 4(4-0)
Current behavioral science theories and research, e.g., media institutions, decision-making, mass media exposure patterns, diffusion of news and influence, effective message strategies, political communication, and mass media in socialization.

822. Art Instructional Media Laboratory II—Television
Fall, Winter, Spring. Summer. 4(1-9)
May reenroll for a maximum of 8 credits. Approval of department. Interdepartmental with and administered by Studio Art.
Analysis of teaching video tapes and television programs in art. Utilization of television as a medium of artistic expression and communication for application to art education or related fields.

825. Seminar in Instructional Television
Spring. 3(3-0) Approval of department. Interdepartmental with and administered by the Department of Counseling. Educational Psychology and Special Education.
Television use in instruction, particularly as it concerns the learner, the classroom teacher, the instructional developer and the administration.

830. The Television Producer
Fall, Winter. 4(4-0) TC 381 or approval of department.
Producer's functions in planning and supervising the execution of television programs, with emphasis on content, organization and use of production techniques to secure the intended audience response.

831. Media Research I
Fall. 4(4-0) Approval of department. Interdepartmental with the Department of Advertising.
Survey and experimental research designs and their relationship to mass media problems. Applied mass media research, audience research, consumer studies, mass media message research.

832. Media Research II
Winter. 4(4-0) TC 831. Interdepartmental with the Department of Advertising.
Data analysis techniques and presentation of mass media research data. Models for the study of mass media research problems.

840. News and Public Affairs Programming
Winter. 4(4-0) Approval of department.
Analysis of broadcast journalism functions in relation to program design. Writing practice in analytic and editorial forms. Programming responsibilities, legal and ethical restraints.

841. News and Public Affairs Producing
Spring. 4(3-4) Approval of department.
Researching, writing and producing extended news and public affairs reports.

850. Telecommunication Sales and Sales Management
Winter. 4(4-0) TC 401 or approval of department.
The sales process for telecommunication account executives. Development and preparation of an actual sales presentation. Direction and supervision of facility sales and promotion personnel, setting up compensation plans.

851. Telecommunication Financial Management
Spring. 4(4-0) TC 832.
Financial analysis of broadcast stations and cable systems, acquisition criteria, recaptitalization, and evaluation of system performance. Role of finance and managerial economics in pricing, profit maximization. Application of forecasting techniques.

852. Telecommunication Industries
Spring. 4(4-0) EC 301 or approval of department.
Economic examination of telecommunication industries with emphasis on market structure, conduct, performance, program diversity, new technologies, recent regulatory policies, anti-trust, and common carrier.

889. Telecommunication and Development
Fall. 4(4-0) TC 498 recommended.
Role of telecommunication and electronic media in change and development in Third World within frameworks of diffusion of innovations, critical and dependency theories.

870. Comparative Telecommunication Systems
Winter. 4(4-0) TC 495 or approval of department.
Comparative analysis of broadcasting, cable, satellite and telephone systems. Emphasis on development and economies policy, historical and cultural context; consideration of both content and structure in developed and developing countries.

871. International Telecommunication Systems and Issues
Spring. 4(4-0) TC 498 or approval of department.
International issues: crossborder radio, television, flows, foreign investment, crossborder data flow, satellite broadcasting. Institutions such as ITU, UNESCO, INTELSAT and Eurovision.

880. Public Broadcasting
Winter. 4(4-0) TC 499 or approval of department.
Investigation of the role, organization, and problems of non-profit broadcasting by television and radio, especially since its recognition by federal legislation as an alternate program service to commercial broadcasting in the United States.

890. Special Problems
Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. Approval of department.

899. Master's Thesis Research
Fall, Winter, Spring. Variable credit. Approval of department.

910. Public Policy in Mass Media II
Spring. 4(4-0) Students in the Ph.D. Program in the Mass Media or approval of department.
Analysis of theory, documents and research in public policy as it relates to mass media including administrative, antitrust, copyright, advertising and communication policy.

931. Mass Media and the First Amendment
Fall. 4(4-0) Advanced graduate students, Interdepartmental with the Department of Advertising and the School of Journalism. Administered by the School of Journalism.
First amendment rights and the mass media. Analysis in depth of past and present public policy in areas of confrontation over guaranteed rights of freedom of expression.

THEATRE

College of Arts and Letters

101. Theatre Appreciation: Foundations
Fall, Winter. Spring. Summer. 3(3-0)
An overview of theatre arts as a recreational, cultural and social force in contemporary life; fundamentals of play production.