

TELECOMMUNICATION TC

College of Communication Arts and Sciences

210. *Telecommunication Process and Effects*

Fall, Winter, Spring, Summer. 3(3-0)
Sophomores or approval of department.

Human communication processes and behavior as modified by telecommunication. Functions, audiences, and implications of electronic media on society.

220. *History and Economics of Telecommunication*

Fall, Winter, Spring, Summer. 4(3-2)
Sophomores, EC 201. Students must either score at a level on the MSU Algebra Placement Exam to qualify for MTH 108 or successfully complete MTH 0823-1043.

Institutional and cultural development and underlying economic principles of the telecommunication field, including broadcast programs.

230. *Basic Telecommunication Technology*

Fall, Winter, Spring, Summer. 4(4-0)
Sophomores, TC 210, TC 220, CPS 115.

An analysis of technical factors involved in electronic communication: transmission, sound physics and aural technology, light physics, visual behavior and image technology, computer and automation controls, technical telecommunication policy formulation.

280. *History of the Motion Picture*

Fall, Spring. 4(2-4) *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.

300. *The Effects of Mass Communication*

Fall, Winter, Spring, Summer. 4(4-0)
Interdepartmental with the Department of Communication.

Major social effects of mass media on audience behavior. Political communication. Media effects on children. Message strategies producing attitude change. Interrelationship between mass media and interpersonal communication. Decision making in mass media.

301. *Basic Audio Production*

Fall, Winter, Spring, Summer. 4(2-4)
TC 230, majors or approval of department.

Basic orientation to audio and radio studios, with laboratory experiences in production, writing and performance.

302. *Basic Video Production*

Fall, Winter, Spring. 4(2-4) *TC 230, majors or approval of department.*

Basic orientation to video and television studios, with lab experiences in production, writing and performance.

310. *Basic Telecommunication Policy*

Fall, Winter. 4(4-0) *TC 210, TC 220, TC 230.*

Essential U.S. public communication policy is treated through rigorous methodological analysis of case and statutory law, public documents and related primary materials.

325. *Telecommunication Program and Production Management*

Winter. 4(4-0) *TC 302 or concurrently.*

Sources of program material, economics of program market, program regulation, ascertainment of audience needs and interests, formative and summative research, programming strategy, showmanship, management of production facilities and personnel.

335. *Audience Survey and Analysis*

Winter, Spring. 4(4-0) *Juniors.*

Designing research for the study of telecommunication audiences. Survey research, sampling, questionnaire construction, research administration. Analyses and interpretation of research results. Audience measurement services and feedback systems.

350. *Advanced Audio Production*

Fall, Spring. 4(2-4) *TC 301 and approval of department.*

Advanced audio production techniques including operation of signal processing equipment and multi-track recorders. Lecture and studio assignments culminate in multi-track studio mixdowns.

351. *Television Studio Production*

Fall, Spring. 4(2-4) *TC 302, approval of department.*

Advanced television crew operations. Writing and production of programs directed by students in TC 451.

361. *Television Directing*

Fall, Winter, Spring, Summer. 4(2-4)
TC 302 and approval of department.

Television producing and directing methods with assigned experiences in the television studios.

395. *Television Content and Culture*

Winter. 4(4-0) *Juniors.*

Examination of television content as a reflection of cultural values. Analysis of theme, format and dramatic structure.

396. *The Documentary Film*

Spring. 4(2-4) *TC 280.*

History of documentary film and analysis of documentary types, providing a solid basis for the understanding and evaluation of the nonfiction film. Screening of significant films.

399. *Telecommunication Internship*

Fall, Winter, Spring, Summer. 1 to 8 credits. May reenroll for a maximum of 10 credits. *Telecommunication juniors and seniors; approval of department.*

Internship in a telecommunication studio or in a government agency or business.

401. *Telecommunication Management*

Fall, Spring. 4(4-0) *TC 310, Juniors.*

Sales, ratings, facility organization, departmental functions, management duties, promotion, market analysis, programming and program formats. Short case studies are used to illustrate topic areas.

410. *Property and Rights in Telecommunication*

Spring. 4(4-0) *TC 310.*

Copyrights, agreements, intellectual, artistic, performance, program and related rights and properties used in telecommunication, communication and related information storage and processing.

Telecommunication — Description of Courses

415. *Cable Communication*

Fall, Winter, Spring, Summer. 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, Summer. 4(4-0)
May reenroll for a maximum of 8 credits. TC 220.

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/data/image 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.

**Description — Telecommunication
of
Courses**

- 480. Integrated Telecommunication System Implementation**
Spring. 4(4-0) TC 460 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 8 credits. Junior telecommunication majors and approval of department.

- 801. 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.

- 810. 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.

- 815. Multichannel TV Operations and Programing**

Spring. 4(4-0) TC 401, TC 415 or approval of department.

Case studies in multichannel television system management and programing; 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 361 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. Intedepartmental 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(2-4) 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 presentation 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, recapitalization, 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 201 or approval of department.

Economic examination of telecommunication industries with emphasis on market structure, conduct, performance, program diversity, new technologies, recent regulatory policies, antitrust, and common carrier.

- 869. 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 498 or approval of department.

Comparative analysis of broadcasting, cable, satellite and telephone systems. Emphasis on development and economics 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 sales/flows, foreign investment, transborder data flow, satellite broadcasting. Institutions such as ITU, UNESCO, INTELSAT and Eurovision.

- 880. Public Broadcasting**

Winter. 4(4-0) TC 489 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, Summer. 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

THR

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.