



Course Specification

Course name: Introduction to Radio and TV Course Code: COMM101	Program: General Academic level: First Semester: First Semester
Specialization: General	Number of studying units: Theoretical: 3 Practical: -

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1- Explaining the concept of the program idea and the characteristics of a unique program idea.
- A/2- Describing how to build a radio and television program.
- A/3- Recognizing the different program forms and templates.
- A/4- Describing the nature and levels of effort and how to reach it.
- A/5- Learning about the origins of radio.
- A/6- Mentioning the types of radio and television programs.
- A/7- Learning how to set up the radio studio and its equipment.
- A/8- Identifying the types of radio stations.
- A/9- Identifying the concept of the main control room.
- A/10- Mentioning the steps of radio transmission and reception.
- A/11- Recognize the stages of the emergence of television and its characteristics.
- A/12 - Recognize the camera parts.
- A/13- Learning how the receiver works.
- A/14- Describing how satellite technology has developed.
- A/15- Summarizing the basics of writing for radio and television.

b) Intellectual skills

- B/1- Deducing the relationship between the message and the target audience.
- B/2- Analyzing the structure of programs and their contents.
- B/3- Choosing the appropriate writing style for radio and TV programs and when writing for different ages and genders.

c) Professional and practical skills

- C/1: Using the Internet to collect information.
- C/2: Acquiring presentation skills.
- C/3: Developing evaluations and proper judgment skills.

d) General and transferable skills

- D/1: Discussing the functional relationship between the idea and the program template.
- D/2- Comparing between radio and television program formats and templates.
- D/3- Using scientific references and trusted Internet sites to collect information on radio and TV topics.
- D/4- Presenting and discussing an assignment on one of the radio and television topics.
- D/5- Presenting and discussing an evaluation of a radio or television program

Course Content:

- The introduction of radio.
- Radio and TV programs and their relationship to the media goals and functions.
- Radio studios and main types of observation rooms.
- The importance of the program idea.
- Live talk and radio and TV interviews template.
- Radio and TV investigation.
- Midterm exam.
- TV and its features
- TV camera, receiver, and image reproduction.
- Satellites.
- Basics of writing for radio and TV.
- Radio and TV writing
- Documentaries and mass programs.
- Rating of radio and TV programs.
- Final Exam.

Teaching and Learning Methods:

- Lectures.
 - Discussion.
- Videos presentations.

Student Assessment Methods:

- Midterm exam.
- Assignments and participation.
- Final exam.