

Broadcasting and Production Technology (BPT)

BPT 110. Introduction to Broadcasting. 3.0 Credits. Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the field of broadcasting and other electronic media. Emphasis is placed on the history, development, and current status of radio, television, and related industries. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structure, revenue sources, historical development, and on-going operation of broadcasting and related industries.

BPT 111. Broadcast Law & Ethics. 3.0 Credits. Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers judicial, legislative, and administrative policies pertinent to the ethical and legal operation of broadcast and other electronic media organizations. Emphasis is placed on legal and ethical issues including First Amendment protection, FCC regulations, copyright, and libel laws. Upon completion, students should be able to demonstrate an understanding of the historical significance and modern-day application of important broadcast laws and policies.

Prerequisites: Take ENG 111, minimum grade of C

BPT 112. Broadcast Writing. 4.0 Credits. Class-3.0. Clinical-0.0. Lab-2.0. Work-0.0

This course introduces proper copy and script writing techniques and formats for radio, television, and other electronic media. Emphasis is placed on creating effective scripts for programs and promotional materials, including commercial and public radio service announcements for a specific target audience. Upon completion, students should be able to understand and write copy and scripts according to standard industry formats.

Prerequisites: Take ENG 111, minimum grade of C

BPT 113. Broadcast Sales. 3.0 Credits. Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers sales principles applicable to radio, television, cable, and other electronic media. Emphasis is placed on prospecting and servicing accounts, developing clients, and preparing sales presentations. Upon completion, students should be able to create a sales presentation based upon standard ratings reports, prospect for new customers, and understand account management.

BPT 121. Broadcast Speech I. 3.0 Credits. Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course covers basic preparation and performance of on-air talents' speaking quality. Emphasis is placed on developing a pleasant and efficient voice with techniques applied to taped news, features, commercial copy, and announcing. Upon completion, students should be able to show improvement and aptitude in proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing.

Prerequisites: Take ENG 111, minimum grade of C

BPT 231. Video/TV Production I. 4.0 Credits. Class-2.0. Clinical-0.0. Lab-6.0. Work-0.0

This course covers the language of film/video, shot composition, set design, lighting, production planning, scripting, editing, and operation of video and television production equipment. Emphasis is placed on mastering the body of knowledge and techniques followed in producing all forms of video and television production. Upon completion, students should be able to produce basic video and television productions in a team environment.

Prerequisites: Take BPT 112, minimum grade of C