GAVILAN COLLEGE

5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

COURSE: MCTV 16   DIVISION: 10   ALSO LISTED AS: THEA 16

TERM EFFECTIVE: Spring 2021   CURRICULUM APPROVAL DATE: 02/09/2021

SHORT TITLE: HIST/CULTURE TV/FILM/MEDIA

LONG TITLE: History and Culture of Television, Film and New Media

Units	Number of Weeks	Type	Contact Hours/Week	Total Contact Hours
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

COURSE DESCRIPTION:

This course provides an introduction and history of electronic media including radio, television, film, the internet, and other new media. The impact on and reflection of the current social environment is explored through review and analysis of television programs, films, internet webisodes, and other electronic media programming. This course is also listed as THEA 16. ADVISORY: Eligible for English 250 and 260.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES
        L - Standard Letter Grade
        P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
        02 - Lecture and/or discussion
        05 - Hybrid
        71 - Dist. Ed Internet Simultaneous
        72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. Explain the historical development of new media including radio, television, film, and the internet.
Measure of assessment: written exam
Year assessed, or planned year of assessment: 2013

2. Analyze and explain the influence of various forms of media on society.
Measure of assessment: written report, written exam
Year assessed, or planned year of assessment: 2013

3. Explain the historical advancement of different media delivery formats, TV, radio, internet and others, and their impact on society and human interactions
Measure of assessment: written report, written and multiple-choice exams
Year assessed, or planned year of assessment: 2013

4. Appraise and critique various media programs and compare and contrast genres, delivery methods and influences on society.
Measure of assessment: written reports
Year assessed, or planned year of assessment: 2013

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 02/09/2021
DE MODIFICATION ONLY
WEEK 1   3 HOURS
Lecture:
Introduction to course, textbook, assignments and grading. Discussion of overall historical eras of television
Student
Performance Objectives:
- Understand the historical period of television's influence
- Understand class requirements and grading methodology
Out of Class Assignments:
- Provided readings on
television technology
- Viewing of era-specific television programs
WEEK 2   3 HOURS
Lecture:
The origin and technology of television.
Student Performance Objectives:
- Identify the essential dates,
events, and inventors of television
- Understand how television is transmitted and broadcast
Out of Class Assignments:
- Read assigned materials on television technology and its? origins
- Watch
provided videos covering the invention of television

WEEK 3   3 HOURS

Lecture:

The advancement in the technology of television.

Student Performance Objectives:

- Identify the essential dates, events,

and changes in television availability and viewing habits.

- Discuss the impact of changing viewing habits on society.

Out of Class Assignments:

- Read assigned materials on television technology

history.

- Watch provided videos covering the advancements in television.

- Assigned readings covering the technology of HD television and the changes applied by government agencies to support

it.

WEEK 4   3 HOURS

Lecture:

The Classic Network Era (1940s ` 1980s)

- View and discuss selected television programs and their influence on contemporary American culture including various ethnic

cultures.

Out of Class Assignments:

- Read assigned chapters and supplemental historical readings

- View television programs specific to the era.

- Write an essay describing how television has

influenced American life.

- Interview family members or friends about their first encounter with television and write a report on their findings.

WEEK 5   3 HOURS

Lecture:

Embracing a Multi-Cultural

Society.

Student Performance Objectives:

- Discuss the how television emphasized culture differences or influenced the acceptance of multiple cultures.

Out of Class Assignments:

- Read assigned

chapters and supplemental historical readings

- Watch programs from `All in the Family?, `Bill Cosby? and `Star Trek?.

- Write a short paper on how television helped to integrate or segregate the

society of the 1960s & 70s.

WEEK 6   3 HOURS

Lecture:

MTV is Born.

Student Performance Objectives:

- Understand and discuss the impact of the introduction of multiple channels of television

- Analyze

the influence of MTV on the younger generation of television viewers

Out of Class Assignments:

- Watch television programming from the 1980s, including MTV

- Read assigned chapters and supplemental

historical readings

- Write a short essay on the first MTV-style program viewed and its impact on how they listen to music

WEEK 7   3 HOURS

Lecture:

The Expansion of Television Advertising - the birth

of QVC

Student Performance Objectives:

- Discuss the impact of channels like QVC and HSN on public viewing and buying habits.

- Analyze the differences in audiences that buy on the internet vs. the

shopping channels.

Out of Class Assignments:

- Watch advertising television.

- Compare advertising specific television channels to the experience shopping on the internet and television series

advertising.

WEEK 8   3 HOURS

Lecture:

TV for Kids.

Student Performance Objectives:

- Discuss the impact of television programming on children

- Analyze the pros and cons of kid-focused programming

and advertising.

- Compare the difference in 1950s kid-focused advertising to today.

Out of Class Assignments:

- Watch and compare shows like `Nickelodeon?, `Barney?, `LazyTown? and

`Teletubbies?

WEEK 9   3 HOURS

Lecture:

The Adult Cartoon.

Student Performance Objectives:

- Analyze the impact of popularity of Adult Cartoons

- Understand and discuss the appeal of adult humor in a

cartoon setting

Out of Class Assignments:

- Read assigned chapters and supplemental historical readings

- Watch and compare shows like `The Simpsons?, `South Park? and `Ren & Stimpy?.

WEEK 10   3
HOURS
Lecture:
Sex on TV.
Student Performance Objectives:
- Discuss the pros and cons of sex on television ` how much is too much?
- Analyze the influence of sex in television programming and
advertising
- Understand and discuss the influence television on the role of man and woman in society
- Discuss the modernization of the family unit.
Out of Class Assignments:
- Read assigned
chapters and supplemental readings
- Watch and compare shows like `Spartacus? and `Sex and the City? and `Modern Family? and `Big Love?
WEEK 11   3 HOURS
Lecture:
Violence on TV.
Student Performance
Objectives:
- Discuss the pros and cons of violence on television
- Analyze the influence of violence in television
- Understand and discuss the influence of television on becoming `jaded? to
violence
Out of Class Assignments:
- Read assigned chapters and supplemental readings
- Watch and compare shows like `CSI? and `Bones? and `True Blood? and `Bad Girls?
WEEK 12   3 HOURS
Lecture:
The
`Datasphere? and `The Media Virus? ` the pervasion of media through society - `eXistenZ?.
Student Performance Objectives:
- Understand and discuss the power and influences of television on society
-
Discuss the concepts of mob mentality and the pervasion of new accepted behaviors through television viewing
Out of Class Assignments:
- Read assigned readings from `The Media Virus?.
- Watch
television programming emphasizing the `Datasphere? concept.

WEEK 13   3 HOURS

Lecture:

Television Proliferation.

Student Performance Objectives:

- Define and compare the role of television with the

introduction and use of the internet

- Discuss and analyze the impact of the development of multiple video delivery methods including the internet, mobile technology, social networking and extensive

and subject-focused channels

- Explain the development and impact of reality television

Out of Class Assignments:

- Read assigned chapters and supplemental readings

- Watch television programming as

assigned in a specific genre.

- Write a research paper analyzing the impact of the internet on television viewing

WEEK 14   3 HOURS

Lecture:

The Internet and Television.

Student Performance

Objectives:

- Compare similar program genres and topics as shown on television vs. the internet

- Analyze the changes in reality television as it matures from non-scripted to scripted

Out of Class

Assignments:

- Read assigned chapters and supplemental historical readings

- Watch television and internet programs to compare delivery methods

WEEK 15   3 HOURS

Lecture:

The Public Votes.

Student

Performance Objectives:

- Discuss the introduction of and proliferation of public voting to change the outcome of a television program

- Analyze the concept of `Vote for the Worst? and its impact on

reality TV

Out of Class Assignments:

- Read assigned supplemental reading

- Watch television programming that utilizes the public voting concept

WEEK 16   3 HOURS

Lecture:

The Streaming

Television

Student Performance Objectives:

- Analyze and discuss how the availability to view programs on-demand has changed how society watches television

- Read assigned chapters and supplemental

historical readings

- Watch and compare television programming and internet and social media specific programming such as webisodes

- Write a research paper using past historical context and

speculating about how television and program viewing might change in the near and far future

Out of Class Assignments:

- View programs like `The Guild? and `The Confession?.

- Read assigned chapters

and supplemental readings

WEEK 17   3 HOURS

Lecture:

Television of the Future ` `Videodrome?

Student Performance Objectives:

- Analyze and discuss how social media has and will impact television today

and in the future

- Read assigned chapters and supplemental historical readings

- Watch and compare television programming and internet and social media specific programming such as webisodes

- Write

a research paper using past historical context and speculating about how television and program viewing might change in the near and far future

Out of Class Assignments:

- Read assigned chapters and

supplemental historical readings

- Watch television and internet programs specific to current social media such as `What?s Trending Now? and `Bar Karma?

- Research technological advances related to

television and program broadcasting methodologies

- Write a research paper analyzing the impact of the internet and social media on television viewing

WEEK 18   2 HOURS

Final

METHODS OF INSTRUCTION:

Class lectures and demonstration In-class group projects Video Projects

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 28
Assignment Description: An original Public Service Announcement (PSA)
Required Outside Hours: 40
Assignment Description: The film without words project
Required Outside Hours: 40
Assignment Description: An original film project.

METHODS OF EVALUATION:

Writing assignments
Percent of total grade: 30.00 %
Percent range of total grade: 30 % to 50 % Written Homework; Essay Exams
Problem-solving assignments
Percent of total grade: 10.00 %
Percent range of total grade: 10 % to 20 % Quizzes
Skill demonstrations
Percent of total grade: 10.00 %
Percent range of total grade: 10 % to 10 % Class Performance/s
Objective examinations
Percent of total grade: 30.00 %
Percent range of total grade: 30 % to 30 % Multiple Choice; True/False; Matching Items

REPRESENTATIVE TEXTBOOKS:

Required Representative Textbooks
Jim Owens. Television Production 16th Edition. New York: Focal Press,2015.
ISBN: ISBN-13: 978-1138841666
Reading Level of Text, Grade: 13 Verified by: Grant Richards

ARTICULATION and CERTIFICATE INFORMATION

        Associate Degree:

                GAV C1, effective 201470

                GAV F, effective 201470

        CSU GE:

                CSU C1, effective 201470

        IGETC:

                IGETC 3A, effective 201470

        CSU TRANSFER:

                Transferable CSU, effective 201470

        UC TRANSFER:

                Transferable UC, effective 201470

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: MCTV

CSU Crosswalk Course Number: 16

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000456136

Sports/Physical Education Course: N

Taxonomy of Program: 061000