

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

**General Syllabus**

**MCOM 4223 Broadcasting for New Media**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 2513 Media Production

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Examines tools and practices of broadcast media as it evolves, with applications for mass communication and journalism.

**B. Additional Information - None**

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Understand and articulate the development and import of broadcast media during the 20<sup>th</sup> century, and the development of online media in the late 20<sup>th</sup> and early 21<sup>st</sup> century
2. Evaluate how media reports are researched, written, and reported.
3. Demonstrate a basic facility with researching, writing, and reporting for video and audio media, especially online, including contributing to, updating, and editing digital content.
4. Explain and demonstrate understanding of how digital media alters production and distribution.

**B. University Learning Outcomes (ULO)**

This course enhances student abilities in the following areas:

**Communication Skills (written and oral)**

Students will communicate proficiently in writing, both in and out of class, and in oral presentation of chapter reviews and final project supported by presentation software

**Global and Cultural Perspectives:**

Students will work with other students of diverse backgrounds and will examine the rise and influence of the global media.

**Ethical Decision Making**

Students will examine the implications of communications ethics and will demonstrate academic honesty in the materials they produce for the course.

**III. Major Course Topics**

- A. History of radio broadcasting, including major events and figures
- B. History of television broadcasting, including major events and figures
- C. Skills and roles in video and audio newsrooms
- D. Digital media research skills
- E. Digital media interviewing skill
- F. Presentation skills for video environments
- G. Presentation skills for audio environments
- H. Repurposing content from print and broadcast to Internet
- I. Multi-media online (or apps)
- J. Import and use of viral, guerilla, and consumer-originated news