Code # COM16

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**1.Contact Person** (Name, Email Address, Phone Number)

Myleea Hill mhill@astate.edu 972-2290

**2.Proposed Change**

~~RTV~~ 3333 ~~Radio Television~~ Advertising and Sales

Study of the structure of the ~~electronic~~ media advertising industry, as well as the basic methods of selling ~~for old and new electronic media.~~ Sales affiliation ~~with ASU TV~~. Fall, Summer.

to

AD 3333 Media Advertising and Sales

Study of the structure of the media advertising industry, with emphasis on media selection and planning, as well as the basic methods of selling. Sales affiliation project required. Fall, Summer.

**3.Effective Date**

Fall 2013

**4.Justification**

This course has traditionally been required by students in the advertising emphasis area and is no longer required by any Radio Television (RTV) degrees. Therefore, the course is being moved from the Radio Television area to the Strategic Communication program. AD 3333 will be a requirement for students majoring in Strategic Communication with an advertising emphasis. The revised course description updates outdated terminonlogy in the media and advertising industry and specifies the courses continued emphasis on media selection and planning as related to media advertising and sales.

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DEPARTMENT OF RADIO-TELEVISION

Radio-Television (RTV)

RTV 1003. Mass Communications in Modern Society Survey of the various fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as JOUR 1003. Fall, Spring, Summer.

RTV 2003. News Writing Basic news writing for print, broadcast, and Internet. Course includes attention to news style and grammar. Prerequisite, C or better in ENG 1003. Word processing skills required. Prerequisite, C or better in ENG 1003. Cross listed as JOUR 2003. Fall, Spring, Summer.

RTV 2023. Audio Production with Lab Foundations of sound, audio theory, and audio equipment, planning audio aspects of radio and television broadcasts and Webcasts, analog and digital recording, editing and post production techniques involving voice, music, and sound effects. Fall, Spring.

RTV 3003. Reporting for the Electronic Media Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequisite, C or better in RTV 2003. Word processing skills required. Fall, Spring.

RTV 3013. Promotional Writing for Electronic and Digital Media Methods and techniques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some attention to teleplay, screenplay and corporate video techniques. Word processing skills required.

RTV 3023. Video Production with Lab A basic course in studio and field production for video and television. Emphasis is placed on techniques for short or long form production, studio and field equipment operation, and production. Lab TBA. Fall, Spring.

RTV 3033. Video Post Production with Lab A basic course in post production for video and television. Emphasis is placed on editing and post production techniques for TV and video, interactive multimedia, and the World Wide Web. Lab TBA. 25 dollar course fee. Fall, Spring.

RTV 3103. Electronic News Gathering Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories produced will be used to enhance newscast development. Prerequisite, C or better in RTV 3003, RTV 3024, and RTV 3033, or consent of instructor. Fall, Spring.

RTV 3303. History of Moving Images and Narrative Motion Picture A study of the oral, written, live theatre and still photography storytelling contributions to the origins of narrative motion pictures. Fall, Spring, Summer.

~~RTV~~ AD 3333. ~~Radio-Television~~ Media Advertising and Sales Study of the structure of the ~~electronic~~ media advertising industry, with emphasis on media selection and planning, as well as the basic methods of selling ~~for old and new electronic media~~. Sales affiliation project required ~~with ASU TV~~. Fall, Summer.

RTV 3343. Advanced Radio Practicum Special practices in radio station operation, with special assignments relative to operation of KASU. Prerequisite, RTV 2024. Fall, Spring, Summer.

RTV 3363. Communications Research Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as JOUR 3363. Fall, Spring.

RTV 3373. Introduction to Internet Communications Introductory course in the use of the Internet as a communication delivery system. The course addresses Internet history, its development and future applications for communicators. Basic computer competency required. Cross listed JOUR 3373. Fall, Spring.

RTV 3403. Screenwriting for Narrative Motion Pictures Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treatments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.