



**Broadcasting Production Technology
 Credential: Television Broadcasting Production
 Technology Diploma
 D3012020**

Students enrolled in the Television Broadcasting Production Technology diploma curriculum develop professional skills in television and video production, and related applications. Training emphasizes speech, script writing, television production planning, editing, and post production. Students also study the development of the television broadcasting industry, sales, ethics, law, marketing, and management. Hands-on training and teamwork approaches are essential to the instructional process.

Upon successful completion, students are prepared to enter television and video production and related industries in a variety of occupations. Credits earned in this program may be transferred toward an Associate Degree in Broadcasting Production Technology provided the student meets the entrance requirements for the degree program.

Program Length: 3 semesters

Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology (Higher entrance standards required); Diploma in Radio Broadcasting Production Technology.
 Program Sites: Lee Campus - Day Program

**Course Requirements for Television Broadcasting Production
 Technology Diploma**

A. General Education Courses (7 SHC)		C-L-SHC
ENG 111	Expository Writing	3-0-3
ENG 111A	Expository Writing Lab	0-2-1
*POL 130	State and Local Government	3-0-3

*Students may substitute any approved social/behavioral science.

B. Required Major Core Courses (13 SHC)		
BPT 110	Introduction to Broadcasting	3-0-3
BPT 111	Broadcast Law and Ethics	3-0-3
BPT 112	Broadcast Writing	3-2-4
BPT 113	Broadcast Sales	3-0-3

C. Other Major Hours Required for Graduation (17 SHC)		
BPT 121	Broadcast Speech I	2-3-3
BPT 122	Broadcast Speech II	2-3-3
BPT 231	Video/TV Production I	2-6-4
BPT 232	Video/TV Production II	2-6-4
BPT 235	TV Performance I	0-6-2
COE 121	Co-op Work Experience I	0-10-1

Total Semester Hours Credit Required for Graduation: 37

**Semester Curriculum for Television Broadcasting Production
 Technology Diploma**

1st Semester (Fall)

BPT 110	Introduction to Broadcasting	3-0-3
BPT 111	Broadcast Law and Ethics	3-0-3
BPT 121	Broadcast Speech I	2-3-3
BPT 231	Video/TV Production I	2-6-4
BPT 235A	TV Performance IA	0-3-1
ENG 111	Expository Writing	3-0-3
ENG 111A	Expository Writing Lab	<u>0-2-1</u>
		13-14-18

2nd Semester (Spring)

BPT 112	Broadcast Writing	3-2-4
BPT 113	Broadcast Sales	3-0-3
BPT 122	Broadcast Speech II	2-3-3
BPT 232	Video/TV Production II	2-6-4
BPT 235B	TV Performance IB	0-3-1
*POL 130	State and Local Government	<u>3-0-3</u>
		13-14-18

*Students may substitute any approved social/behavioral science.

3rd Semester (Summer)

COE 121	Co-op Work Experience I	0-10-1
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Total Semester Hours Credit: 37

COURSE DESCRIPTIONS

BPT 110 Introduction to Broadcasting 3-0-3
 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 and Ethics 3-0-3
 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.

BPT 112 Broadcast Writing 3-2-4
 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.

BPT 113 Broadcast Sales 3-0-3
 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 2-3-3

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.

BPT 122 Broadcast Speech II 2-3-3

Prerequisites: BPT 121

This course covers basic and advanced preparation and performance of on-air speech. Emphasis is placed on enhancing a pleasant, effective voice with techniques applied to impromptu speaking, radio plays, and taped presentations. Upon completion, students should be able to employ proper articulation, pronunciation, rate of delivery, phrasing, and other voice techniques in a professional manner.

BPT 231 Video/TV Production I -6-4

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.

BPT 232 Video/TV Production II 2-6-4

Prerequisites: BPT 231

This course covers advanced video and television production. Emphasis is placed on field production, post-production, digital video effects, graphics, and multi-camera productions. Upon completion, students should be able to create productions that optimize the use of studio, field, and post-production equipment.

BPT 235 TV Performance I 0-6-2

This course provides hands-on experience in the operation of television studios and/or stations. Emphasis is placed on the application of skills through direct participation in the production or distribution of television programs. Upon completion, students should be able to demonstrate competence in performing key station and/or studio duties.

BPT 250 Institutional Video 2-3-3

This course covers development and production of non-broadcast video productions for clients. Emphasis is placed on satisfying client objectives, including interviewing, research, site surveying, script review, photography, and post-production. Upon completion, students should be able to plan, write, shoot, and edit an institutional video designed to meet a client's objectives.

CIS 110 Introduction to Computers 2-2-3

This course introduces computer concepts, including fundamental functions and operations of the computer. Topics include identification of hardware components, basic computer operations, security issues, and use of software applications. Upon completion, students should be able to demonstrate an understanding of the role and function of computers and use the computer to solve problems. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in natural science/mathematics (Quantitative Option).*

COE 121 Co-op Work Experience II 0-10-1

Prerequisite: Approval of Instructor or Department Chairperson
This course provides work experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.

ENG 111 Expository Writing 3-0-3

Prerequisites: RED 090 and ENG 090 or appropriate placement test scores

Corequisites: ENG 111A

This course is the required first course in a series of two designed to develop the ability to produce clear expository prose. Emphasis is placed on the writing process including audience analysis, topic selection, thesis support and development, editing, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in English composition.*

ENG 111A Expository Writing Lab 0-2-1

Prerequisites: RED 090 and ENG 090 or appropriate placement test scores

Corequisites: ENG 111

This writing laboratory is designed to apply the skills introduced in ENG 111. Emphasis is placed on the editing and revision components of the writing process. Upon completion, students should be able to apply those skills in the production of final drafts in ENG 111. The computer is used as a writing and design tool for this course.

POL 130 State and Local Government 3-0-3

This course includes state and local political institutions and practices in the context of American federalism. Emphasis is placed on procedural and policy differences as well as political issues in state, regional, and local governments of North Carolina. Upon completion, students should be able to identify and discuss various problems associated with intergovernmental politics and their effect on the community and the individual. This course has been approved to satisfy the Comprehensive Articulation Agreement pre-major and/or elective requirement.