



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

Students enrolled in the Television Broadcasting Production Technology diploma curriculum will develop professional skills in Television and Video production, and related applications.

Training will emphasize speech, script writing, television production planning, editing, and post production. Students will 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. <u>General Education Courses</u> (7 SHC)		C-L-SHC
ENG 111	Expository Writing I	3-0-3
ENG 111A	Expository Writing Lab	0-2-1
PSY 150	General Psychology	3-0-3
B. <u>Required Major Core Courses</u> (13 SHC)		
BPT 110	Intro. to Broadcasting	3-0-3
BPT 111	Broadcast Law & Ethics	3-0-3
BPT 112	Broadcast Writing	3-2-4
BPT 113	Broadcast Sales	3-0-3
C. <u>Other Major Hours Required for Graduation</u> (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 111	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)		C-L-SHC
BPT 110	Intro to Broadcasting	3-0-3
BPT 111	Broadcast Law & 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
PSY 150	General Psychology	<u>3-0-3</u>
		13-14-18

3rd Semester (Summer)		
COE 111	Co-op Work Experience I	<u>0-10-1</u>
		0-10-1

Total Semester Hours Credit: 37

#### **BPT 110 Intro 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 & 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.

*Agreement general education core requirement in English composition.*

**ENG 111A Expository Writing Lab** 0-2-1  
*Prerequisites: 80 CPT reading and 86 CPT writing score, or 18 ACT score, or 450 verbal SAT score, or satisfactory completion of developmental requirements.*

*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.*

**PSY 150 General Psychology** 3-0-3  
This course provides an overview of the scientific study of human behavior. Topics include history, methodology, biopsychology, sensation, perception, learning, motivation, cognition, abnormal behavior, personality theory, social psychology, and other relevant topics. Upon completion, students should be able to demonstrate a basic knowledge of the science of psychology. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in social/behavioral sciences.*

**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** 2-6-4

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.

**COE 111 Co-op Work Experience I** 0-10-1

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: 80 CPT reading score and 86 CPT writing score, or 18 ACT score, or 450 verbal SAT score, or satisfactory completion of developmental requirements.*

*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*