**JCO 2101 INTRODUCTION TO ELECTRONIC MEDIA**

**COURSE NAME: INTRODUCTION TO ELECTRONIC MEDIA COURSE CODE: JCO 2101**

**CREDIT UNITS: 3**

**CONTACT HOURS: 45**

**TYPE OF COURSE: CORE**

**Course Description:**

This course examines the electronic media landscape historically and conceptually. Students learn about: the technological and political-economic environments of the electronic media globally and nationally; the nature and significance of different forms of broadcasting (public, state, private/commercial, community); the structure and organization of the broadcasting industry and institutions; basic policy and regulatory issues in broadcasting; and issues that define the electronic media and its future; brief history and evolution of radio, TV, and Internet; chronology of important events/developments in broadcast trends, their social impacts, and how the sector is evolving to meet future needs.

**Course Objectives:**

1. To introduce students to the electronic media in their historical context and in their contemporary setting.

2. To introduce students to the structure and organization of the electronic media industry.

3. To introduce students to the regulatory, policy and legal frameworks that govern the electronic media national and globally.

**Course Outline:**

1. Course overview: defining broadcasting; the electronic media; historical developments of broadcasting/electronic media; careers in broadcasting

2. Characteristics of broadcasting/electronic media

3. Models of broadcast media ownership and control:

• State-owned/public service broadcasting

• Public corporation/public service broadcasting

• Privately-owned/commercial broadcasting

• Privately-owned/community broadcasting

4. Key trends in the electronic media sector

• Technological trends

• Economic trends

• Regulatory trends

• Implications for “broadcasting” (simulcasting, narrowcasting, podcasting etc.), for regulation and for society

**Learning Outcomes:**

By the end of the course students will be able to:

1. Identify different forms of modern day electronic media.

2. Discuss key characteristics of the electronic media as contrasted with their print counterparts.

3. Distinguish between different models of broadcast ownership and control.

4. Discuss the implications of different modes of broadcast ownership and control for the media-democracy relationship.

5. Discuss the economic, technological and regulatory trends in the electronic media sector and their impact on society locally and globally

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**Methods of Teaching/Delivery:**

• Lecture

• Individual research

• Group work

• Class presentation

**Methods of Assessment:**

• Coursework 40%

• Final exam 60%

**Readings/Reference Materials/Learning Resources:**

• Article 19 (2003). Broadcasting Policy and Practice in Africa. London: Article 19.

• Open Society Initiative for East Africa (2010). On Air – Public Broadcasting in Africa: Uganda. Nairobi: Open Society Initiative for East Africa.

• Banerjee, I. & Seneviratne, K. (eds.). (2006). Public Service Broadcasting: A Best Practices Sourcebook. Paris: UNESCO.