

# THE HISTORY OF RADIO AND TELEVISION IN AMERICA

THE 301

**Dr. Charles A. Rodgers**

Wednesday 4:00 – 6:30

Fall 2016

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Broadcasting is one of the most potent forces in our world today. It influences society as a whole, and it influences every one of us as an individual. Broadcasting is very public, not private, business in the sense that the air through which radio and Television are transmitted belongs to everyone. No less does the broadcast product belong to everyone-through the clock of a switch and a twist of a dial. Every one of us as an individual, and as a representative society, has a right to become involved in broadcasting fare and has an obligation to understand why we need to interact with what is now called electronic media. Some knowledge of the background and history of the industry is an essential bias for this understanding. The goal of this course is to provide just that kind of specific knowledge.

This course is designed to give an overview of broadcasting for students interested in entering the field as a career and also for students interested in primarily in gaining a better understanding of the assets and liabilities of instant communication.

## **Goals:**

Students will demonstrate the knowledge of the history of radio and TV, and identify inventors and personalities of the electronic media, as well as learn about trend setting programs.

The first few weeks of the term deal with history and technology to give the basic background necessary to understand the radio and TV industries. Early inventions, inventors, accidents of history, economic restraints, and social trends will be thoroughly discussed and analyzed for their contributions to the development of what makes broadcasting in America the way it is today.

The second part of the course involves the history of radio from its inception IN 1920 UNTIL THE PRESENT. Once again, various personalities, events, trends, and programs will be emphasized in lectures and from the textbook.

A detailed study of the history and development of television completes the course. Various types of TV programming will be discussed, such as educational TV, news and documentaries, talk shows, drama situation comedy, sports, and variety shows. And, of course, important personalities, events, discoveries and the tremendous impact television has had on all facets of America life will be studied.

The students will also hear numerous old time radio programs, and view early television kinescopes in order to actually experience the subjects discussed in class.

**Grades** will be based on two (2) short answer, short essay exams and class participation.

**Each** exam is 50% of your grade.

Syllabi Statements  
June 2016

### **Academic Honor Code Reaffirmation**

<http://www.rollins.edu/college-of-arts-and-sciences/documents/academic-honor-code-rollins-college.pdf>

Membership in the student body of Rollins College carries with it an obligation, and requires a commitment, to act with honor in all things. The student commitment to uphold the values of honor - honesty, trust, respect, fairness, and responsibility - particularly manifests itself in two public aspects of student life. First, as part of the admission process to the College, students agree to commit themselves to the Honor Code. Then, as part of the matriculation process during Orientation, students sign a more detailed pledge to uphold the Honor Code and to conduct themselves honorably in all their activities, both academic and social, as a Rollins student. A student signature on the following pledge is a binding commitment by the student that lasts for his or her entire tenure at Rollins College.

The development of the virtues of Honor and Integrity are integral to a Rollins College education and to membership in the Rollins College community. Therefore, I, a student of Rollins College, pledge to show my commitment to these virtues by abstaining from any lying, cheating, or plagiarism in my academic endeavors and by behaving responsibly, respectfully and honorably in my social life and in my relationships with others. This pledge is reinforced every time a student submits work for academic credit as his/her own. Students shall add to the paper, quiz, test, lab report, etc., the handwritten signed statement:

***"On my honor, I have not given, nor received, nor witnessed any unauthorized assistance on this work."***

Material submitted electronically should contain the pledge; submission implies signing the pledge.

### **Credit Hour Statement**

**Policy AC 2000: adopted 4/7/16**

Rollins College offers four-credit-hour courses that provide three (50-minute) hours of direct or indirect instructional contact. The value of four credit hours reflects the substantial individual attention each student receives from instructors as well as additional out-of-class activities. Faculty require that students undertake at least 7.5 (60-minute) hours of outside work per week, averaged over the course's duration and equaling two and one-half (2.5) 60-minute hours of outside work for every one (50 minute) hour of scheduled class time. In this course, the additional outside-of-class expectations are [**please fill in what this course requires, e.g., additional reading and/or writing, fieldwork, research, experiential education, small group projects, etc.**]:

## SCHEDULE

AUGUST 24	Early Inventions
AUGUST 31	Cyrus W. Field and the Undersea Cable, Samuel F.B. Morse & the Telegraph
SEPTEMBER 7	Alexander Graham Bell and the telephone
SEPTEMBER 14	Marconi, Reginald A. Fessenden & Lee Deforest Audion Tube "S"
SEPTEMBER 21	David Sarnoff and NBC, Titanic, Music Box Memo and RCA
SEPTEMBER 28	Dr. Frank Conrad & Westinghouse, KDKA Harding- Cox Election
OCTOBER 5	Mid-Term Exam
OCTOBER 12	Amos 'N Andy, Con Carney & "Box Top Thrillers." Herbert Morrison and the Hindenburg, Mutual Broadcasting Company
OCTOBER 19	Orson Wells and The War of the Worlds 1940's Wartime Radio Blue Network
OCTOBER 26	Television Vladimir Zworykin & Philo T. Farnsworth World's Fair 1939
NOVEMBER 2	Color TV, Edward R. Murrow, Workplace, Socialization, political, TV dinners, magazines, one way medium
NOVEMBER 9	Programming, Prime Time Access Rule, Selecting shows, counter programming
NOVEMBER 16	QUIZ Scandles, Sports, Advertising, Spinoffs
NOVEMBER 23	Thanksgiving
NOVEMBER 30	Final Exam