

LECTURE NOTES

BROADCASTING CHRONOLOGY

1. How does communication shape politics, economics, culture and society?
2. Who were the following and what was the contribution each made to the development of radiowave communication?
 - a. Heinrich Hertz
 - b. Guglielmo Marconis
 - c. Alexander Popov
 - d. David Sarnoff
 - e. Reginald Fessenden
 - f. Dr. Frank Conrad
 - g. Westinghouse
3. What was Marconi's ultimate objective?
 - a. Why did he seek a patent in Great Britain and not in Italy?
 - b. How were modulations and multiplexing significant to his early experimentations?
4. What is maritime mobile radiowave communication?
 - a. radiotelegraphy?
 - b. What was the basis for profit in such radiowave communication?
 - c. What was the significance of the SS. Republic and H.M.S. Titanic to the development of maritime mobile radiowave communication?
5. Understand the roles of the U.S. Navy and WWI to the eventual development of RCA.
6. What was Sarnoff's Music Box Memo about?
7. When and how did terrestrial radiowave communication come about?
 - a. know:
 - i. Horne's Department Store
 - ii. Westinghouse/KDKA
8. Understand the development of early forms of commercialism in terrestrial radio and objections to it.
 - a. toll broadcasting
 - b. sponsorship

