

Nicholson School of Communication

Radio/Television

Program Goals

The sequence in Radio/Television production seeks to effectively prepare students for careers in Electronic Media the forms of mass communication represented by public and private television broadcasting, radio broadcasting, corporate communication, public sector broadcasting, media content appropriate for emerging delivery modalities, and future media content outlets such as non-broadcast video.

The sequence in Radio/Television Broadcast Journalism seeks to effectively prepare students for careers in Electronic Media Journalism including investigating, recording, reporting, writing, and analyzing events, actions, social changes and documents in the public record appropriate for the existing and emerging media. The program seeks to provide training in the knowledge, skills, and abilities for critical thinking, investigation, analysis, and public debate conveyed by public and private television broadcasting, radio broadcasting, internet delivery, corporate communication, public sector broadcasting, media content appropriate for emerging delivery modalities, and future media content outlets.

The sequence in Radio/Television Generalist seeks to effectively prepare students for Electronic Media careers in the private and public broadcast arena in areas of management, sales, marketing, promotions, programming and advertising. The Generalist Track specifically seeks to educate students in topics such as broadcast history, sales, ratings, programming, regulation, advertising, and content delivery.

The program in Radio/Television seeks to provide a nationally recognized elite quality educational program. A number of indicators of national quality should be demonstrated. As part of that goal, the students in the program should demonstrate a high level of satisfaction with their major academic program (with averages above both the college and university norms) (e.g. as shown by the graduating senior survey conducted by UCF including satisfaction with advising, production facilities and experience in the major.)

Learning Objectives

Discipline Specific Knowledge, Skills, Behavior and Values

1. Production track graduates will be able to produce or direct complex video, audio or multimedia content.
2. Production track graduates will be able to demonstrate professional level skills using appropriate technologies of generation, acquisition and post-production.
3. Broadcast Journalism track graduates will be able to seek out, research, and develop newsworthy ideas.
4. Broadcast Journalism track graduates will be able to write and produce professional quality news stories, including acquiring and editing content.
5. Generalist track graduates will demonstrate a clear understanding in the principle areas of broadcast management, promotion, sales, programming, advertising and marketing.
6. RTV graduates will demonstrate professional characteristics including organization, initiative, and deadline responsibility.

Critical Thinking

7. Production track graduates will be able to envision, design, create, and produce video, audio or multimedia content.

8. Broadcast Journalism track graduates will demonstrate sound news judgment and make appropriate decisions respecting newsworthiness, editorship, and ethical behavior.
9. Broadcast Generalist track graduates will be able to analyze audience and market data and develop programming, promotion, and advertising strategies based on their analysis.

Communication

10. Graduates will be able to write proficiently for electronic media.
11. Graduates will be able to speak knowledgeably in business settings appropriate to their career path.

Professional Values and Competencies

All Radio/Television graduates should demonstrate that they are able to:

- understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.