



University of Nicosia, Cyprus

Course Code	Course Title	Credits (ECTS)
COMM - 115	Introduction To Electronic Media	6
Department	Semester	Prerequisites
Communications	Fall, Spring	None
Type of Course	Field	Language of Instruction
Elective	Communications	English
Level of Course	Year of Study	Lecturer
1 st Cycle	1 st	Nicholas Nicoli
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

The main objectives of the course are to:

- Give students a comprehensive view of the basic characteristics of the electronic media;
- Develop an understanding of electronic media through a historical, political, social and economic perspective;
- Become a more intelligent and critical consumer of these communication vehicles.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. To offer a comprehensive view of the basic characteristics of the electronic media that includes radio, television, and the Internet.
2. To be able to comprehend the histories of radio, television and the Internet
3. To be able to analyze the political, social, economical impact of the electronic media
4. To apply the role of genres and formats in electronic media
5. To be in a position to analyze the latest developments of the electronic media
6. To be in a position to analyze, demonstrate and comprehend electronic media programming
7. To demonstrate and predict future outcomes thorough knowledge of the electronic media and become a more intelligent and critical consumer of these communication vehicles.

Course Contents:

1. What are the Electronic Media
2. Emergence of am mediated Society
3. History of Radio

4. History of Television
5. History of Internet
6. Electronic Media Technologies
7. TV platforms and Digital TV
8. TV in Europe
9. TV Breakdown of organisational structure
10. TV Genres
11. Production and Development in Electronic Media
12. Radio Programming
13. TV Programming
14. The Internet Today
15. Testing in Electronic Media
16. Electronic Media Economics

Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet	2011	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Dominick, J.R., Sherman, L.B. & Messere, F	<i>Broadcasting, Cable, The Internet, and Beyond</i> (5 th edition)	McGraw Hill	2000	