UNIVERSITY of NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
COMM–410	Internet TV	6
Prerequisites	**Department**	**Semester**
COMM–117 COMM–212	Communications	Fall
Type of Course	**Field**	**Language of Instruction**
Compulsory	TV	English
Level of Course	**Lecturer(s)**	**Year of Study**
1st Cycle	Mr. David Hands	4th
Mode of Delivery	**Work Placement**	**Corequisites**
Face-to-face	No	None

Course Objectives:

The main objectives of the course are to:
- Develop an understanding of the mechanics of how to create Internet based TV content.
- Examine the relationship between social networking platforms and sites on the Internet with Internet TV.
- Discuss the relationship between creators and consumers of Internet based TV and its DIY characteristics.

Learning Outcomes:

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

1. Understand and critically evaluate different methodologies for the creation and promotion of Internet TV.
2. Provide an account of, and evaluate the necessary encoding platform dedicated for broadcasting over the Internet using hardware or software.
3. Employ different forms of Internet based TV channels and content.
4. Demonstrate skills of practical and theoretical knowledge on the trans-media character of the medium and its innovative role in the contemporary global mediascape.

Course Content:

- Evolution of Internet based TV as a medium
- Definition, approaches, platforms, content and styles
- Analysis of Internet based TV success stories
- Key elements of Internet TV production
- Live Streaming processes and practices
- Making live content for the Internet
- Developing themed dedicated channels programs
- Promotion and publishing
- Transmedia networking

Learning Activities and Teaching Methods:

Lectures, presentations, production seminars, live Web TV streaming.

Assessment Methods:

Attendance and participation, practical creative projects, guest lectures.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Online TV	Johnson, C.	Routledge	2019	978-1138226883
Video Over IP: IPTV, Internet Video, H.264, P2P, Web TV, and Streaming: A Complete Guide to Understanding the Technology	Simpson, W.	Focal	2013	978-0240810843

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Open TV: Innovation beyond Hollywood and the Rise of Web Television	Christian, A.J.	NYU Press	2018	1479815977
Byte Sized Television: Create Your Own TV Series for the Internet	Brown, R.	Michael Wiese Productions	2011	1932907866
Web TV Series: How to Make and Market Them	Williams, D.	Creative Essentials	2011	1842437852