

DEPARTMENT OF RADIO, TELEVISION AND FILM (RTF)

Mission, Goals, and Objectives

The Radio, Television, and Film Department faculty and Dean developed its initial mission and goals with the founding of the Department in 1975 when its moniker was the Telecommunications Department. Over the years these goals and objectives underwent frequent revisions to align them with the Department's curriculum. The last major revision of the Department's curriculum was in 2013 which resulted in the addition of several courses in digital filmmaking, documentary and postproduction (see Appendix). The mission of the RTF Department is to educate professionals to a high level of excellence in the production and critical studies of radio, television, film and new media.

The Radio, Television and Film program at Texas Southern University engages students in the production and critical studies of radio, television, film and new media. We offer our students a balanced curriculum that provides integrated study and training in the art and business of the electronic media. The Bachelor of Arts program in Radio, Television and Film combines 60 credit hours of a broad general education with 61 credit hours of required, related and free electives that each student can shape toward their individual educational goals within the major.

The Production emphasis blends practical, hands-on learning with a firm grounding in the aesthetics, history and craft of media production. The Media Studies emphasis blends practical research and writing skills with the study of the history, evolution and business practices of the electronic media.

With programs that combine a strong liberal arts framework with the latest media technology, our students are taught to think critically as they explore countless opportunities to express themselves creatively and prepare for professional careers as the next generation of communication leaders.

Students in the Department of Radio, Television and Film engage, learn and achieve. Texas Southern University students' productions have won over 10 local, regional, and national awards.

Our students have access to a rich variety of resources including:

- Award-winning faculty who are industry experts, working professionals, and accomplished scholars, including local and regional award winners, documentary and feature filmmakers, radio personalities, writers, editors, and producers.
- State-of-the-art television, film and radio facilities including KTSU2, the School of Communication's multimedia student run digital and streaming operation and radio station, KTSU 90.9 FM.
- Unparalleled real-world experience on and off-campus, including hundreds of internship opportunities within 30 miles of Houston, the 4th largest city in the U.S.
- Selecting a specialty is not required for students seeking a degree in Radio, Television, and Film. In consultation with academic advisors, students may select a combination of radio, television, and film courses (RTF electives only) that are available in the current inventory of courses. Degree plans with and without a minor are available for

students interested in radio, television, and film. The Department currently requires six course (21 credit hours) to complete a minor.

- Radio, Television and Film, Minor (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/radio-television-film-entertainment-recording-industry-management/radio-television-film-minor/>)
- Radio, Television, and Film with Minor Option, Bachelor of Arts (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/radio-television-film-entertainment-recording-industry-management/radio-television-film-minor-option-ba/>)
- Radio, Television, and Film Without Minor Option, Bachelor of Arts (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/radio-television-film-entertainment-recording-industry-management/radio-television-film-without-minor-option-ba/>)

Radio, Television, and Film Courses

RTF 111 Intro Seminar In Telecomm I (1 Credits)

College/School: School of Communication

Department: School of Communication

RTF 112 Intro Seminar In Telecomm II (1 Credits)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 130 Introduction to Media Studies (3 Credits)

Introduction to Media Studies (3) Survey of history, theories, aesthetics, cultural, political, economic, and international characteristics of mass media in society. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 131 Intro to Media Aesthetics (3 Credits)

Introduction to Media Aesthetics and Production (3) Basic information including theories, aesthetics and skills required to equip students to communicate through audiovisual media. Four hours of lecture per week with studio and field hours to be arranged.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 135 Introduction to Photography (4 Credits)

Introduction to Photography (4) A hands-on introductory course covering the principles of photography using a 35 mm or digital camera. Four hours of lecture per week with studio and field hours to be arranged.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 231 Intro to Media Aesthetics (4 Credits)

Introduction to Media Production (4) Basic information, skills, and theories required to equip students to communicate through audiovisual media. Lectures and practical applications. Four hours of lecture per week with studio hours to be arranged. Required of all students in the production area. Prerequisite: RTF 230.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 231L Production Laboratory (0 Credits)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 240 Introduction to Film (3 Credits)

Introduction to Film (3) A survey of the history of film and its development from 1800's to present. Major contributors to its development will be examined. Three hours of lecture per week.

Prerequisites: RTF 130, RTF 131.

Prerequisite(s): (RTF 130 and RTF 131)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 250 Film Industry (3 Credits)

Film Industry (3) A survey of the business of motion picture industry and its economic structure. The course covers the processes involved in making studio and independent films. Three hours of lecture per week.

Prerequisites: RTF 130, RTF 131.

Prerequisite(s): (RTF 130 and RTF 131)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 255 Introduction to Videography (4 Credits)

Introduction to Videography (4) Students will be introduced to digital video camera techniques in shooting professional quality videos.

Includes location shoots and practice. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 131.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 268 Intro to Digital Video Editing (4 Credits)

Introduction to Digital Video Editing (4) A survey of the principles of editing for effective storytelling. The current tools and techniques used in the industry will be discussed. Students will use a variety of professional applications to improve their editing skills. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 131.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 299 Independent Internship (1 Credits)

Independent Internship (1) Allows students to intern in a professional setting to earn experience as they embark on their academic careers. Students are responsible for their own placement depending on their career interests. This is an unsupervised internship. One credit hour per semester. Prerequisite: Consent of the instructor and academic advisor. MAY BE REPEATED TWICE.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 331 Media Analysis and Criticism (3 Credits)

Media Analysis and Criticism (3) Same as JOUR 362. Analysis of critical methods for electronic media and film as a segment of mass culture. Focus on selected television content and selected critics. Three hours of lecture per week. Prerequisites: RTF 130 and RTF 131.

Prerequisite(s): (RTF 130 and RTF 131)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 335 Writing For Elec Media & Film (3 Credits)

Writing for Electronic Media and Film (3) Development of skills and practice in the art of script writing for broadcast, film, and multimedia. Writing and evaluation of many short scripts required. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131 and RTF 135.

Prerequisite(s): (RTF 230 or TC 230) and (RTF 231 or TC 231) and (RTF 130 and RTF 131)

College/School: School of Communication

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RTF 340 Digital Effects for Film&Video (4 Credits)

Digital Effects for Film and Video (4) Techniques in creating complex visual effects for film and video using the latest effect creation applications. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 135, RTF 255, and RTF 268. May be repeated once.

Prerequisite(s): (RTF 130 and RTF 131 and RTF 135 and RTF 255)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 344 Media Management & Marketing (3 Credits)

Media Management and Marketing (3) Introduction to the basic elements involved in the day-to-day operation of various electronic media, including broadcast radio and television stations and cable. Three hours of lecture per week. Prerequisites: RTF 130 and RTF 131.

Prerequisite(s): (RTF 230 or TC 230) and (RTF 231 or TC 231) and (RTF 130 and RTF 131)

College/School: School of Communication

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RTF 345 Prod Media For the Web&Beyond (4 Credits)

Producing Media for the Web and Beyond (4) Tools and techniques in developing material for the Web and the new media including the latest applications in streaming media technologies. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 135, RTF 255, and RTF 268. May be repeated once.

Prerequisite(s): RTF 130 and RTF 131 and RTF 135 and RTF 255 and RTF 335

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 352 Intro to Documentary Film (3 Credits)

Introduction to Documentary Film (3) A survey of documentary filmmaking in the United States and the world. Covers structure, forms, theories and marketing of documentaries. Includes screening and analysis of significant documentary films and the process of producing documentaries. Three hours of lecture per week. Prerequisites: RTF 131.

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RTF 353 Digital film Production 1 (4 Credits)

Digital Film Production I (4) A hands-on, introductory course to digital filmmaking using new digital video equipment. Includes scriptwriting, producing, directing and editing a number of shorts using digital video cameras and editing applications such as Avid and Final Cut Pro.

Students are responsible for materials used in the course. The School will provide equipment only. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 135, RTF 255 and RTF 335.

Prerequisite(s): RTF 131 and RTF 130 and RTF 135 and RTF 255 and RTF 335

College/School: School of Communication

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RTF 355 Television Production (4 Credits)

Television Production (4) Introduction to the process of producing programs for television and broadcast news using multi-camera studio production techniques. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 131. May be repeated once.

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Department: Dept of Radio, TV and Film

RTF 358 Digital Film & Video (4 Credits)

Digital Film and Video Postproduction (4) Tools and techniques in advanced video editing using state of the art applications. Includes both image and sound editing techniques. Topics may vary depending on the applications. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 255, RTF 268. May be repeated twice.

Prerequisite(s): RTF 130 and RTF 131 and RTF 255 and RTF 355 and RTF 362

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 360 Voice & Diction for Media Perf (4 Credits)

Voice and Diction for Media Performance (4) Beginner's voice training for professional performance in radio, film, television and the news media. Includes resonance and articulation, phonation, and posture/relaxation. Emphasis will be on using Standard American diction. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 131. May be repeated once.

Prerequisite(s): RTF 130 and RTF 131

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 361 Intro to Radio Operations (4 Credits)

Introduction to Radio Operations (4) Tools and techniques in modern digital radio operation using KTSU radio station facilities. Includes instructions for acquiring effective techniques for on-air delivery of interviews, news, sports, etc. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 131. May be repeated once.

Prerequisite(s): RTF 130 and RTF 131

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Department: Dept of Radio, TV and Film

RTF 362 Film and Television Sound (4 Credits)

Film and Television Sound (4) The theory and techniques of designing sound for film and television. The course covers the role of sound in effective storytelling. The topics may include location and studio recording, Foley and dialog replacement techniques, as well as CONCENTRATIONS mixing. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131.

Prerequisite(s): RTF 130 and RTF 131 and RTF 255 and RTF 352 and RTF 353

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 368 Field Video Production I (3 Credits)

Field Video Production I (4) Introduction to principles and procedures in field production with focus on the competent use of equipment in the field. Four hours of lecture per week with studio hours to be arranged. Prerequisites: RTF 230 and RTF 231.

Prerequisite(s): (RTF 230 or TC 230) and (RTF 231 or TC 231)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 371 Studies in Film History (3 Credits)

Studies in Film History (3) Critical assessment of theory and technique of film communication with focus on major genres, periods, movement, and personalities in national and international film history. Three hours of lecture per week with one two-hour film screening each week as required by the topic. Prerequisites: RTF 130, RTF 131 and consent of the instructor.

Prerequisite(s): (RTF 230 or TC 230) and (RTF 231 or TC 231)

College/School: School of Communication

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RTF 380 Producing (3 Credits)

Producing (3) The process of creating a television program or developing a film project. Student will learn the complexities of dealing with the industry through negotiation with the decision makers as sponsors, network or film industry. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131, RTF 135, RTF 255, RTF 335.

Prerequisite(s): RTF 130 and RTF 131 and RTF 135 and RTF 255 and RTF 335

College/School: School of Communication

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RTF 381 Broadcast Responsibilities (3 Credits)

Broadcast Responsibilities (3) Same as JOUR 331. Examination of the legal, economic, and social responsibilities and requirements that must be satisfied by print, electronic media, and cable operators in the United States. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131 and RTF 344.

Prerequisite(s): (RTF 230 or TC 230 and RTF 231 or TC 231 and RTF 344 or TC 344)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 382 Film and Video Lighting (4 Credits)

Film and Video Lighting (4) Lighting techniques for film and video using a variety of lighting instruments. Lighting aesthetics for film and video will be explored through demonstration and hands-on practice. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 255, and RTF 268.

Prerequisite(s): RTF 130 and RTF 131 and RTF 255 and RTF 352 and RTF 353

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 391 Broadcast Programming (3 Credits)

Broadcast Programming (3) Examination of the theory and practice of broadcast programming with special consideration of the decision-making process, social applications, current trends, philosophies, and audience research. Three hours of lecture per week. Prerequisites: RTF 230, RTF 231 and RTF 344.

Prerequisite(s): (RTF 230 or TC 230 and RTF 231 or TC 231 and RTF 344 or TC 344)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 430 Independent Study (3 Credits)

Independent Study (3) Independent study in the history, economics, production, and management of print and/or electronic media. Three hours of lecture per week. Prerequisites: Upper-level standing and consent of the instructor and academic advisor.

Prerequisite(s): (RTF 230 or TC 230 and RTF 231 or TC 231 and RTF 331 or TC 331 and RTF 344 or TC 344)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 435 Adv Media Writing (3 Credits)

Advanced Writing for Electronic Media and Film (3) Advanced work in coaching students through the process of developing complete proposals from script to screen. Includes writing concepts, treatments, scripts, and planning and marketing strategies for various media projects. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131, RTF 135, RTF 255 and RTF 335.

Prerequisite(s): (RTF 230 or TC 230 and RTF 231 or TC 231 and RTF 335 or TC 335) and RTF 131 and RTF 135 and RTF 255

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 438 Media and Society (3 Credits)

Media and Society (3) Critical assessment of media on society with focus on special topics related to media in cultural contexts. May be repeated as topics vary. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131 and RTF 331.

Prerequisite(s): (RTF 230 or TC 230 and RTF 231 or TC 231 and RTF 331 or TC 331)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 440 Electronic Media Management (3 Credits)

Electronic Media Management (3) Study of the ownership, financing, and structure of mass media organizations; management of editorial, program, administrative, support, and advertising staffs; servicing and evaluating media audiences. Three hours of lecture per week.

Prerequisites: RTF 230, RTF 231 and RTF 344.

Prerequisite(s): (RTF 230 or TC 230 and RTF 231 or TC 231 and RTF 344 or TC 344)

College/School: School of Communication

Department: School of Communication

RTF 442 Seminar in Elec Media Mgmt (3 Credits)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 445 Seminar in Media Marketing (3 Credits)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 450 Issues in Media Studies (3 Credits)

Issues in Telecommunications (3) Same as JOUR 450. Advanced problems in mass communication studies, communication technologies, and international communication with special consideration of current concerns in electronic media production. Topics vary from semester to semester. Three hours of lecture per week. Prerequisite: RTF 230, RTF 231, RTF 344, upper level standing and consent of the instructor.

Prerequisite(s): (RTF 344 or TC 344) and RTF 130 and RTF 131 and RTF 381

College/School: School of Communication

Department: (R)Tavis Smiley Sch of Comm.

RTF 452 Documentary Production (4 Credits)

Documentary Production (4) The course will cover proposal writing, research, shooting, editing and packaging of short documentaries. This is a hands-on course that requires outside class involvement. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 131, RTF 255, RTF 268.

Prerequisite(s): RTF 130 and RTF 131 and RTF 135 and RTF 255 and RTF 268 and RTF 352 and RTF 353 and RTF 382

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 453 Digital Film Production II (4 Credits)

Digital Film Production II (4) An advanced film production course using HD camera gear. Students will shoot a number of short assignments, either fiction or documentary, and edit them on Avid or Final Cut Pro. Post-production support for sound mixing will be provided. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 135, RTF 255 and RTF 268 with a grade of B or better.

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 460 Advanced Voice Training (4 Credits)

Advanced Voice Training (4) Advanced voice training for professional careers in media performance using various training techniques. KTSU personalities may coach students. Designed for students interested in careers in radio, TV, commercials, spokespersons, etc. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 360. May be repeated once.

Prerequisite(s): RTF 130 and RTF 131 and RTF 375

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 461 Radio Programming & Production (4 Credits)

Radio Programming and Production (4) Advanced techniques in operation, programming and special productions for radio for students seeking careers in professional radio. Students will be actively integrated into daily operation of the KTSU radio station located on campus under the supervision of the instructors and mentors. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites RTF 130, RTF 131, RTF 361. May be repeated once.

Prerequisite(s): RTF 130 and RTF 131 and RTF 378

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 462 New Communications Technology (3 Credits)

New Communications Technologies (3) Examination of applications and potential effects of new media and information technologies in the home and workplace and for education and social services with their relation to existing systems. May be repeated as topics vary. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131, RTF 344, RTF 381 and consent of the instructor.

Prerequisite(s): (RTF 344 or TC 344) and RTF 130 and RTF 131 and RTF 381

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 470 Directing Film and Television (4 Credits)

Directing Film and Television (4) The course covers the all aspects of directing film for theatrical release or television. Includes subjects from script analysis to pre-production planning, from casting and rehearsing to working with the technical crew to create a vision, and finally how to work with an editor to complete a project. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 130, RTF 131, RTF 135, RTF 255, or RTF 353 and RTF 268. (Enrollment in THC 431 or a similar course, in which student direct actors, is strongly recommended before taking this course.

Prerequisite(s): RTF 130 and RTF 131 and RTF 135 and RTF 255 and RTF 352 and RTF 353 and RTF 362 and THC 431

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 475 Advanced Media Performance (3 Credits)

Advanced Media Performance (4) Advanced work in the theory, principles, and practices of digital audio production with emphasis on aspects of studio and field digital audio production and voice performance. Topics vary from semester to semester. Four hours of lecture per week with studio hours to be arranged. Prerequisites: RTF 230, RTF 231, RTF 375, upper-level standing, and consent of the instructor.

Prerequisite(s): (RTF 375 or TC 375)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 478 Advanced Radio Operations (3 Credits)

Advanced Radio Operations (4) Advanced theory and practice of directing, producing, and performing for radio. Four hours of lecture per week with studio hours to be arranged. Prerequisites: RTF 230, RTF 231, RTF 378, upper-level standing, and consent of the instructor.

Prerequisite(s): (RTF 378 or TC 378)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 480 Film Marketing & Distribution (3 Credits)

Film Marketing and Distribution (3) An examination of all aspects of film sales, a very important part of the film industry, and the techniques of having a successful career in this field. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131, RTF 344, RTF 381.

Prerequisite(s): (RTF 130 and RTF 131 and RTF 344 and RTF 381)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 481 Media Sales (3 Credits)

Media Sales (3) Covers a variety of topics in one the most important aspects of media functions. Students will learn the process of selling advertising for electronic media. Market analysis, audience measurement and ad placement will be analyzed. Three hours of lecture per week.

Prerequisites: RTF 130, RTF 131, RTF 344, RTF 381 and consent of the instructor. May be repeated once.

Prerequisite(s): (RTF 130 and RTF 131 and RTF 344 and RTF 381)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 498 Pers Natl & Intl Broadcasting (3 Credits)

International Communication (3) Comparative study of domestic and international systems of broadcasting with focus on political, social, cultural, and economic factors affecting the use and impact of new and old communication technologies. Topics vary from semester to semester. Three hours of lecture per week. Prerequisites: RTF 130, RTF 131, RTF 344, RTF 381 and consent of the instructor.

Prerequisite(s): (RTF 344 or TC 344)

College/School: School of Communication

Department: Dept of Radio, TV and Film

RTF 499 Master Project (4 Credits)

Master Projects for Professional Portfolios (4) Professional quality production projects, or comprehensive proposal development for projects in radio, television, film or multimedia, to support student job search portfolio. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: Upper-level standing and consent of the instructor.

Prerequisite(s): (RTF 130 and RTF 131 and RTF 135 and RTF 255 and RTF 335 and RTF 352 or RTF 353 and RTF 452 or RTF 453 and RTF 465 and RTF 240 and RTF 250 and RTF 378 and RTF 362 and RTF 375 and RTF 475 and RTF 478)

College/School: School of Communication

Department: Dept of Radio, TV and Film