



# Radio and Television Production

## About this Pathway

Radio and Television Production I examines the impact of both media through historical, analytical, and applied lenses. Students will actively explore topics including the evolution of radio and television; the influence of mass media on society; media criticism; and how radio and television advertising shapes consumer perceptions and behaviors. Students will be introduced to the basics of still-frame photography, cinematography, audio production, and video editing while gaining exposure to industry-level software, including Pro Tools Lite, Audacity, Sound Studio, and Adobe Premiere CC.

The primary mission of Radio and Television Production II is to build upon the skills and concepts introduced in Radio and Television I with a greater focus on analyzing classical programming, producing high-quality products, and preparing for the Adobe Premiere Certification test. Students are encouraged to consider radio and television not simply as entertainment, but as cultural artifacts that represent the societies that created them. Students will be able to assume a multitude of production roles (director, writer, editor) as they create their own music videos, documentaries, podcasts, and a school-based television show.

## Future Career Opportunities

This Pathway prepares students for careers in front of the mike and camera and for behind the scenes opportunities like web based video production. Whether or not they pursue media careers, students develop communication and storytelling skills that can be applied in many management and non-profit roles.

*For more information go to the "Careers " tab on Naviance, click on the Career Cluster tab and explore [Arts, Audio Visual/Technology and Communication](#) and [Marketing](#).*