**RTV 1335 Summer II, 2015**

Study items: Use the *Broadcasting in America* textbook on reserve in the library and/or the Internet to learn about these people, events and topics. You should be familiar with these topics for a test on Thursday, August 13. This list should also be very helpful in gathering information for your essay on “The History and Future of Broadcasting and Electronic Communications.”

Guglielmo Marconi

Radio Act of 1926; Radio Act of 1933

“The public interest, convenience and necessity”

Philo Farnsworth

Vladimir Zworykin

David Sarnoff

William S. Paley

President Franklin Roosevelt; “Fireside Chats”

Television, 1948

Television and radio advertising

Television ratings (audience measurement)

Gordon McLendon

The development of FM radio

Newton Minow; “the vast wasteland;” public TV and radio

The social influence of television and radio

The growth of cable television; how cable differs from broadcast TV

Jack Kilby

Sir Tim Berners Lee

Streaming and on-demand video; podcasts

The influence of social media