Syllabus for MMC 345--Broadcast Journalism Seminar: Announcing 3 Credit Hours Fall 1999

I. COURSE DESCRIPTION

This course is a rotating seminar that features a variety of topics of special interest to broadcast journalists and radio production students. Subjects of study include announcing, advanced broadcast journalism, and news feature production.

The focus of this semesters seminar is announcing. This course is designed to give the student a broad overview of broadcast announcing procedures in a number of different broadcast situations. The student will also practice delivery of a wide range of broadcast copy. Another topic covered by this seminar in a future semester is Advanced Broadcast Journalism.

II. COURSE GOALS

This course is designed to help the students with the following:

- A. have a knowledge of the physical aspects of the voice and will understand proper delivery techniques including articulation, pronunciation, inflection, enunciation, word rate, correct breathing, interpretation, voice quality, mood, volume, regionalism, and communication.
- B. have a working knowledge of the phonetic alphabet and understand proper procedure for marking copy.
- C. have a working knowledge of proper hand signals for communicating "on air."
- D. undertake a study of American English usage as it relates to broadcast delivery, including sensitivity to nuances, seeking the precise word, vocabulary changes, cultivation practice of plain talk, and proper pronunciation.
- E. understand the difference in delivery between a narrator, disc jockey, announcer, newscaster, and a character voice.
- F. have a working knowledge of broadcast equipment, including the audio board, reel-to-reel tape decks, CDs, cassette recorders, cart machines, and microphones.
- G. understand and appreciate the responsibilities of the role model set by a Christian in the mass media marketplace.

III. COURSE OBJECTIVES

Unit Objectives—As a result of successfully completing these chapter units, the student will be able to do the following:

- A. Chapter One--"The Communicator in Modern Media"
 - 1. Describe the important technical advancements in early radio history from the "crystal set" to present broadcast technology. pp. 5-10
 - 2. List and identify the important individuals in broadcasting covered by the text and their contributions to the industry. pp. 5-8
 - 3. Summarize the conclusions of the role of television in the Gulf War. pp. 6-7
 - 4. Give a brief historical overview supplied by the text of the developments in broadcasting. pp. 5-12
 - 5. List and describe the trends that modern developments and technology will reinforce in the media. pp. 13-14
 - 6. Explain the communicators role in broadcasting. pp. 14-15
 - 7. List and describe the job specialties available today in broadcasting. p16
 - 8. Describe the physical, educational, and emotional requirements required for an on-air performer. pp. 16-18
 - 9. Understand the business, benefits, and drawbacks of the broadcast industry. pp. 18-19

- B. Chapter Two--"Improving Your Speaking Voice"
 - 1. Explain the importance of voice quality to the listener in broadcasting. p. 21
 - 2. Describe the qualities of an effective broadcast voice. pp. 21-22
 - 3. Name the parts of the vocal mechanism and explain how the voice works. pp. 22-25
 - 4. Explain the difference between voice and speech. p. 26
 - 5. Understand and be able to categorize the various problems in quality, delivery, and breathing. pp. 26-28
 - 6. List and describe the different ways to categorize speech problems. pp. 28-36
 - 7. Describe the various techniques suggested by the text for accomplishing accent reduction. pp. 31-33
 - 8. Explain the difference between Standard English and General American Speech. p. 36
 - 9. Explain the difference between regional and social dialects. pp. 36-38
 - 10. Using the self-evaluation checklist provided by the text, be able to record oneself onto a tape delivering two or three pages of copy, then give a critique on playback. p. 39
 - 11. List and describe the positive steps that the student can take for self improvement of his or her voice. pp. 38-42
 - 12. Define vocal abuse and give some tips on diet and health that can aid someone in maintaining an effective voice. pp. 43-47
- C. Chapter Three--"Understanding The Message"
 - 1. Describe the three techniques discussed by the text for understanding the meaning of a message. p. 51
 - 2. Describe the two basic steps of getting a clear understanding of the message mentioned in the text. p. 52
 - 3. Explain why it is important to be able to recognize mood changes within a script. p. 55
 - 4. List examples of the types of mood often found within a script. p. 55
 - 5. Define the words "pace" and "purpose" as they apply to script delivery. p. 56
 - 6. Differentiate between "reading" copy and "communicating" copy. pp. 57-58
 - 7. Describe what is meant by phonetic spelling and list three examples of pronunciation guides. pp. 59-60
 - 8. Explain the problems often encountered with the pronunciation of foreign words and list the suggestions given by the text for solving these problems. pp. 66-72
 - 9. List and describe the symbols given for aiding interpretation of scripts. pp. 72-77
- D. Chapter Four--"Communicating The Message"
 - 1. List and describe the four goals of reading copy. p. 82
 - 2. List and describe the three points that will help accomplish these goals. p. 82
 - 3. List and describe the three key elements of the proper use of the voice. p. 82
 - 4. Define what is meant by a genuine delivery. pp. 82-83
 - 5. Define style and give several examples of the types of styles and the individuals who embody those styles. pp. 83-88
 - 6. Name and describe the three important nuances involved in broadcast communication. p. 89
 - 7. List the eight guidelines for projecting energy. p. 90
 - 8. List the six guidelines for using body language to one's advantage. p. 91
 - 9. List the three principles of good ad-libbing followed by an example of each. p. 92
 - 10. Describe how ad-libbing requirements in radio can vary by format and give examples of each. pp. 94-101
 - 11. List and describe the situations that require ad-lib both on the local and network levels for television. pp. 101-102
 - 12. Define interference. p. 103

- 13. Define transduction. p. 103
- 14. Explain how a microphone reproduces sound. p. 103
- 15. List and describe the classifications of microphones according to their internal characteristics. p. 104
- 16. List and describe the classifications of microphones according to their pickup patterns. pp. 105-106
- 17. List and describe the classifications of microphones according to their frequency response. pp. 106-107
- 18. Describe eight tips for using microphones. pp. 107-108
- 19. Describe three suggestions for playing to the camera lens. p. 109
- 20. Describe three suggestions for posture and bearing while working in television. p. 109
- 21. Describe four suggestions for maintaining eye contact. p. 112
- 22. Give suggestions for maintaining energy on television. p. 112
- E. Chapter Five--"Radio Staff Announcing"
 - 1. List the general responsibilities of a radio staff announcer. pp. 117-119
 - 2. Compare and contrast the responsibilities of the air personality in the different size markets. pp. 119-124
 - 3. List and explain the three rules of thumb in regards to radio staff announcing. pp. 124
 - 4. List and describe the three main functions of the console. pp. 125-126
 - 5. List and compare the advantages of the CD as compared to the turntables. pp. 127-128
 - 6. Describe the sizes, widths, and operation of reel-to-reel audio recorders in radio. p. 128
 - 7. Explain the advantage of cart machines over reel-to-reel tape decks in radio announcing. pp. 128-129
 - 8. Define the term format and explain what a format consists of. pp. 129-131
 - 9. List and explain eight ways to keep from being an irritant to listeners. pp.131-132
 - 10. Describe the following types of formats and be able to identify each: AC, CHR, country, easy listening, AOR, and talk radio. pp. 132-136
 - 11. Define "daypart" and give an example of each. pp. 136-137
 - 12. List and describe the two techniques mentioned in the text for developing an on-air personality. p. 138
 - 13. List and describe the three suggestions for commercial delivery mentioned by the text. p. 139
 - 14. List and describe the three suggestions for dealing with humor on an air-shift. p. 140
 - 15. List and describe the advantages in analyzing oneself and others. pp. 140-141
- F. Chapter Six--"Broadcast News and Radio Announcing"
 - 1. Give a brief description of the responsibilities of broadcast newspeople in preparing a news broadcast. p. 145
 - 2. List and describe the training suggested by the text for a person interested in a career in broadcast journalism. p. 146
 - 3. Describe the differences between journalism in print and journalism in broadcast. p. 146
 - 4. List and describe the broad categories of structure of broadcast news. pp. 147-148
 - 5. List and describe the specialized skills and talents required for a broadcast journalist. pp. 148-149
 - 6. Define style and list the factors that enable a broadcast journalist to communicate and convince. pp. 149-150
 - 7. Be able to match news delivery styles with well-known broadcast journalists of today. p. 150
 - 8. Distinguish by explanation a hard news lead from a soft news lead. p. 152
 - 9. Explain the major difference between a news lead in broadcast and news lead in journalism. p. 152

- 10. Explain the difference between writing news for radio and writing news for television. pp. 153-155
- 11. Define attribution and indicate when it is proper to use it. pp. 155-157
- 12. List and explain the five pointers for effective presentation. pp. 156-158
- 13. Define the "right to privacy" and "libel." pp. 158-162
- 14. List and explain the two primary factors that a public official must prove to wage a successful libel suit. p. 160
- 15. List and explain the elements of libel. pp. 160-161
- 16. List and describe the defenses against libel. pp. 159-160
- 17. Define the term "actuality." p. 163
- 18. Differentiate between statements of fact and statements of emotion, and explain where in
- the interview these should be placed. p. 163
- 19. Explain the use of the following equipment used in radio broadcasting: audio cassettes, reel-to-reel, and carts. pp. 164-165
- 20. Describe the standard method of labeling a cart. p. 164
- 21. Describe the three-step process of a digital audio workstation. p. 166
- 22. Describe two advantages to digital editing. p. 166
- 23. List and describe the responsibilities of the radio news reporter. p. 168
- 24. List and describe the six tips for vivid communication mentioned by the text. p. 169
- 25. Explain what is meant by "fitting news to a stations format." pp. 171-172
- 26. List and describe the three functions of style in an all-news format. p. 172
- 27. List and describe the six skill areas that allow a performer to maintain a presence in an all-news format. pp. 172-174
- 28. Explain the importance of news services to radio news operations. pp. 174-175
- G. Chapter Seven--"Television News Announcing"
 - 1. List and describe the information a television news reporter and anchor are expected to know. p. 179
 - 2. List and describe the functions of news administration. p. 180
 - 3. List and describe the duties of news production people. p. 182
 - 4. List and describe the duties of the newsgathering and reporting arm of television news. p. 182
 - 5. List and describe the developments that have changed the news picture since the 1960s. p. 183
 - 6. Describe a typical day at a television news operation. pp. 183-187
 - 7. Give an effective description of the physical process of editing in television production. pp. 188-194
 - 8. Explain the importance of the following to newspeople as they affect delivery: phrasing, pace, emotion, interest, credibility, and eye contact. pp. 194-197
 - 9. List and describe the responsibilities of the field reporter in television news. p. 197
 - 10. Describe the steps to gathering information when a field reporter first hits the scene of a news story. pp. 197-198
 - 11. List and describe the major points covered by the text for conducting an on-camera interview. pp. 198-203
 - 12. List and describe the major points mentioned by the text for working to the camera. pp. 203-205
 - 13. List and describe the pointers given by your text for using the prompting device. p.207
 - 14. List and describe the major points concerning ad-libbing from the field. pp. 208-209
 - 15. Give two examples of shortcuts technology provides in news gathering. pp. 211-212
 - 16. Describe recent trends in TV news with regard to live remote coverage, syndicated feature services, and newsroom automation. pp. 212-220

- 17. List and describe the nine guidelines covered by the text for dressing well on the air. pp. 220-221
- 18. List the suggestions given to hair styling to enhance one's appearance. p. 223
- 19. Describe the two makeup items needed for television applications. p. 223
- 20. Describe, in regard to skin, teeth and eyes, what is important to remember for a television newsperson. p. 224
- H. Chapter Eight--"The Craft of Interviewing"
 - 1. List and describe the three steps for successful interviewing. p. 230
 - 2. List and describe the two basic types of interviews. p. 230
 - 3. List and describe the broadest categories of studio interviews. p. 231
 - 4. Explain the main strength of the studio interview. p. 231
 - 5. Discuss the importance of preparing for the interview and explain how much preparation is required for a successful interview. pp. 231-233
 - 6. List and describe the two major reasons for preparation (p.232) and the two results of lack of preparation. p. 233
 - 7. Explain the procedure for selecting guests and preparing them for the interview. pp. 234-245
 - 8. List and describe the three principles of execution of an interview. p. 235
 - 9. Repeat the three suggestions given by the text for dealing with telephone callers on the air. p236
 - 10. List the four elements of a good show opening. p. 237
 - 11. List and describe the five suggestions for holding the audience. p. 239
 - 12. List and describe the two main methods used to avoid dead-end questions. p.240
 - 13. List and describe the three suggestions for getting a complete answer from a guest. pp. 240-241
 - 14. List and describe the two suggestions for avoiding inadvertently creating negative impressions. p. 242
 - 15. Recall the two suggestions given by the text for focusing the issue during an interview. p.242
 - 16. Describe the duties and challenges of a host call-in talk radio program. pp. 244-245
 - 17. List and describe the techniques of keeping statements fair and showing both sides of an issue. pp. 245-246
 - 18. List and describe two ways of getting a guest to open up during an interview. p. 247
 - 19. Recall the prime factor in any type of interview. p. 248
- I. Chapter Nine--"Television and Radio Specialties"
 - 1. Describe the requirements of a sportscaster. p. 252
 - 2. List and describe the four categories of sports assignments. p. 252
 - 3. Explain the importance of a personality in sports reporting. p. 253
 - 4. Explain the two requirements of the sports anchor. p. 254
 - 5. Be able to differentiate between play-by-play in the following sports: baseball, football, basketball, hockey, and boxing. pp. 255-256
 - 6. List and explain the six tips for sports anchors and reporters covered by the text. p. 255
 - 7. List and describe the basic skills and procedures for covering sports. p. 256
 - 8. List and describe the three informative insights into sports brought by the color announcer. p. 257
 - 9. List and describe the ten principles shared by the play-by-play and color announcers. pp. 257-258
 - 10. List and explain the principles covered by the text for improving play-by-play and color in the following areas: preparation, on-air organization, and verbal skills. pp. 258-261
 - 11. Explain the role of the weathercaster. pp. 262-263

- 12. Explain the role and importance of computerized weather and graphic systems. pp. 263-266
- 13. Describe a typical day for a weathercaster. pp. 267-268
- List and describe the five effective narration techniques covered by your text. pp. 269-270
- 15. Summarize how someone should approach the following special assignments in regards to broadcasting: master of ceremonies, radio talk show host, movie host, children's show host, game show host, health and medicine reporting and consumer reporting. pp. 270-273
- J. Chapter Ten--"Commercials and Acting"
 - 1. Explain the biggest difference between radio commercials in the early days and radio commercials in the present day. p. 276
 - 2. List and describe the types of radio commercials listed by the text. pp. 276-278
 - 3. List and describe the types of television commercials listed by the text. pp. 278-280
 - 4. Explain the advantages of understanding the goals of a commercial. p. 281
 - 5. Explain the difference between a straight delivery and an acted delivery. p. 281
 - 6. Explain the "key" to assuming a role. p. 282
 - 7. List and describe the four traits of a personality sketch suggested by the text. pp. 283-284
 - 8. Define "Natural Delivery." p. 286
 - 9. List and describe the four causes of artificiality mentioned by the text. pp. 287-288
 - 10. Define the term "Technique" and explain what the primary technique is in regards to reading television and radio copy. p. 289
 - 11. List and describe the two pointers given by the text in regards to developing commercial technique. p. 290
 - 12. Define "fact sheet" and explain its use in radio advertising. p. 291
 - 13. Define the following techniques and explain their purpose in radio: production basics, reading to time, and compressing copy. pp. 292-295
 - 14. List the three suggestions given by the text for "reading to time." p. 294
 - 15. Explain what is meant by "compressing copy" and give some suggestions for successfully carrying out this technique. pp. 294-295
 - 16. List and describe the three specialized skills of on-camera acting mentioned by the text. p. 296
 - 17. Explain the techniques of handling props. p. 297
 - 18. Explain the ways to freelance and list the places someone can find parts in commercials as broadcast talent. pp. 297-298
- K. Chapter Eleven--"Polishing Your Skills"
 - 1. Give a brief explanation of how to use self-evaluation to improve skills. p. 303
 - 2. List and describe the two ways to improve on-air delivery. p. 304
 - 3. Explain the idea of "pure communication" when evaluating tapes and breaking down problems into specifics. p. 304
 - 4. List and describe the three skills given by the text for improvement. p. 309
 - 5. Explain how understanding one's strengths and abilities can help someone advance in specific fields in the industry. p. 310
 - 6. Give examples of how various personal strengths can be a benefit in specific job fields. p. 310
 - 7. Explain why personal fitness is important in this industry. pp. 310-311
 - 8. Explain how to develop a delivery style that will fit the medium in which someone works or plans to work. p. 311
 - 9. Recall the advice the text gave for dealing with possible roadblocks during one's career. p. 317

- L. Chapter Twelve--"Career Advancement"
 - 1. Describe the situation faced by broadcasters in on-air jobs. pp. 322-323
 - 2. Explain the two major benefits of having to do many jobs as a beginner in the broadcast industry. p. 323
 - 3. List and describe the two off-camera attributes that will propel someone's career as mentioned by the text. p. 324
 - 4. List and describe the three major components for on-air work in broadcasting as covered by the text. p. 326
 - 5. Explain the position of a broadcast major in the argument of breadth vs. depth in education. p. 327
 - 6. Reiterate what the textbook had to say concerning practical experience while still in college. pp. 328-329
 - 7. Describe the situation of trying to find a job in both a television and radio market. pp. 330-331
 - 8. Explain the importance of resumes and showtapes in trying to find a job. pp. 331-332
 - 9. List and describe the suggestions given in the text by Richard Labunski for preparing a resume. p. 332
 - 10. Recall the texts suggestions for preparing a quality audio and videotape resume tape. pp. 332-337
 - 11. List and describe the three things that a cover letter should do. p. 337
 - 12. Name the reference source book that gives important information about a radio or television station within the United States. p. 338
 - 13. Express the importance of "contacts" in this business of broadcasting. pp. 338-339
 - 14. List and describe the various salary levels for both radio and television on-air personnel, starting with the beginner in a small market and moving through the professional in a larger market. pp. 339-341
 - 15. Name the primary union for on-air talent. p.342
 - 16. Explain the importance of ratings in the broadcast industry. pp.342-343

IV. TEXTBOOK

- A. Required Text
 - O'Donnel, Hausman B. (1996). <u>Announcing: Broadcast communicating today</u>. Belmont: Wadsworth Publishing.

B. Materials

- 1. Access to a typewriter
- 2. Cassette recorder
- 3. Cassette tapes
- 4. Typing paper
- 5. Reel-to-reel tape
- 6. Splicing kit 1/4" audio tape. (blade, splicing tape, splicing block, grease pencil)

V. COURSE PROCEDURES

- A. Course Prerequisites Students enrolling in MMC 345 must have successfully completed MMC 127--Audio Production, and MMC 228--Introduction to Television.
- B. Evaluation Procedures

1. This course is evaluated on a point system. All assignments, tests, quizzes, productions etc., will be given a specific point value. Students may keep up with their progress by keeping account of the number of points that they have acquired. Grades are figured based on the following scale.

90-100% of total possible points = an "A" grade 80-89% of total possible points = a "B" grade 70-79% of total possible points = a "C" grade 60-69% of total possible points = a "D" grade below 60% = a grade of "F"

- 2. Perfect attendance in this class (no tardies or absences of any kind) will lift the student one third of a letter grade (an "A" grade will become an "A+" grade).
- 3. Absence beyond the allowable limit will pull the grade down one third of a grade for every cut beyond the limit (a "C" grade earned with four cuts taken is reduced to a "D+" grade). Four tardies equal one class cut.
- C. University Policies
 - "Consistent with Section 504 of The rehabilitation Act of 1973, and the Americans With Disabilities Act, ORU ensures that no "qualified individual" will be denied reasonable accommodation in the form of modification of policies, practices and/or procedures." Students with disabilities who wish to access services should contact their professor(s) and the Office of Disability Services at Ext. 7355 to initiate the process.
 - 2. Students and faculty at Oral Roberts University adhere to all laws addressing the ethical use of others' materials, whether it be in the form of print, video, multimedia, or computer software.
 - 3. Students taking a late exam because of an unauthorized absence will be charged a late exam fee.

VI. ATTENDANCE POLICY

- A. Attendance at each class or laboratory is mandatory at Oral Roberts University.
- B. Double cuts will be assessed for absences immediately preceding or following breaks or holidays.
- C. Excessive absences can reduce a student's grade or deny credit for the course.
- D. The Communication Arts policy permits the student to miss as many classes a semester as the class meets within one week's time. This includes all authorized absence (administrative excuse, medical, and funerals), and unauthorized absence (cutting class, sleeping in, etc.).
- E. Students will receive a one third grade drop for each class missed beyond the permitted limit. Students with authorized absences beyond the limit will not be penalized. Any combination of authorized and unauthorized class cuts will find the authorized absence covered by the limit first. Unauthorized cuts will then be assessed a penalty of one-third grade cut per absence (see above grade explanation).
- F. Medical excuses must be signed by a doctor on appropriate letterhead and include the dates of the absence. Funeral excuses must be written on mortuary letterhead and include the dates of the service. Administrative excuses must be signed by the office of the Provost to be valid. Students with perfect attendance will be considered for a one-third grade advancement.

- G. Make-up work will be permitted for authorized excused classes only. Students without an authorized excuse will forfeit their grades on that missed work. Students will have one week after returning to class to make up missed work. It is the students' responsibility to inquire about missed assignments.
- H. Tardiness to class will not be tolerated. The class bell will determine the start of class. Students entering after the bell will be considered tardy. Four tardies to class will be considered as one unexcused absence. Students later than 15 minutes after class time will receive a double tardy, after thirty minutes they will be considered absent.

VII. COURSE CALENDAR-BROADCAST JOURNALISM SEMINAR, ANNOUNCING-LABASH

CLASS	LESSON PLAN	ASSIGNMENTS MADE	ASSIGNMENTS DUE
Thurs 8/19	Class Roll, Introductions, Overview, Grades, The Physical Structure of Sp		NONE
Tues 8/24	Lecture: Speech Basics The mechanics of Speech	Study Chapter 1	NONE
Thurs 8/26	Communicating to the Audience Watch Paul Harvey Video	Prepare to Record	Quiz, Chapter 1
Tues 8/31	Record Paul Harvey Stories Critique Paul Harvey Stories	Study Chapter 2	Recording
Thurs 9/2	Critique Paul Harvey Stories	Study Chapter 3	Quiz, Chapter 2
Tues 9/7	Lecture: Marking Copy Announcing Technique	Study Chapter 4	Quiz Chapter 3
Thurs 9/9	Lecture: Delivering Copy	Study Chapter 5	Quiz, Chapter 4
Tues 9/14	Disc Jockey-Radio Delivery	NONE	Quiz, Chapter 5
Thurs 9/16	Radio Guest Speaker	Study Chapter 6	NONE
Tues 9/21	Record Radio Promos	NONE	Quiz, Chapter 6
Thurs 9/23	Critique Radio Promos	Study Chapter 7	NONE
Tues 9/28	Broadcast News Lecture	NONE	Quiz, Chapter 7
Thurs 9/30	Broadcast News Guest Speaker	NONE	NONE

Tues 10/5	Record News Segment	NONE	NONE
Thurs 10/7	Critique News Segment	Study Chapter 8	NONE

CLASS	LESSON PLAN	ASSIGNMENTS MADE	ASSIGNMENTS DUE
Tues 10/12	Interview Lecture	NONE	Quiz, Chapter 8
Thurs 10/14	Record interviews - First Half	NONE	NONE
Tues 10/26	Record Interviews - Second Half	Study Chapter 9	NONE
Thurs 10/28	Critique interviews	NONE	Quiz, Chapter 9
Tues 11/2	Character Voice Guest	Study Chapter 10	NONE
Thurs 11/4	Character Voice Lecture	NONE	Quiz, Chapter 10
Tues 11/9	Record Character Voice Promo	NONE	NONE
Thurs 11/11	Critique Character Voice Promo	NONE	NONE
Tues 11/16	Sportscaster Guest	Study Chapter 11	NONE
Tues 11/18	Narrative Lecuture	NONE	Quiz Chapter 11
Tues 11/23	Narrative Guest	Study Chapter 12	NONE
Tues 11/30	Record Narrative Segments	NONE	Quiz Chapter 12
Thurs 12/2	Critique Narrative Segments	NONE	NONE
Tues 12/7	Record Resume Tapes	NONE	NONE

Thurs Record Resume Tapes 12/9

NONE

NONE

<u>Mark Labash</u> Name of Instructor

MISSION

The lifestyle at ORU is rooted in the word "Wholeness." ORU seeks to educate the whole person, with balanced emphasis placed on the development of the mind, spirit, and body.

GENERAL OUTCOMES

- 1. Spiritual Development
- 2. Physical Development
- 3. Communication
- 4. Analysis
- 5. Problem Solving
- 6. Valuing in Decision-making
- 7. Social Interaction
- 8. Global Perspectives
- 9. Effective Citizenship
- 10. Aesthetic Responsiveness

MAJOR OUTCOMES

MMC 345

Course No.

Communication: To be able to communicate through the spoken word, the conscious and unconscious objectives of the production.

Valuing in Decision-making: To appreciate both on-air and off-air decisions as to communication styles in regards to broadcast programs.

Social Interaction: Develop the skills necessary to effectively communicate a definable message to your specific audience.

Aesthetic Responsiveness:

Develop an appreciation for a professional approach in delivery and communication to an audience.

Spiritual Development:

Understanding a Christian commitment within the responsibilities of the media. Broadcast Journalism Seminar Title of Course

COURSE GOALS

Become competent in the equipment to be able to produce several types of productions in relation to voice overs, narration and character voices.

Introduce the student to proper, professional delivery in disc jockey narration, newscasting, sports casting, and character voice skills.

Develop an appreciation of professional voice delivery skills through use of guest speakers in these areas.

Appreciate the responsibilities a Christian communicator has in the modern media milieu.

Communication Arts Name of Department

ASSESSMENT OF COURSE GOALS

STIMULI

Examinations (Written)

Individual Projects

Group Interaction Projects

Assignments

Problem Solving

<u>CRITERIA</u>

Listed in the syllabus.