

CMS 219 Fundamentals of Broadcast Production

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: This course is an introduction to broadcast production, focusing on development, function and artistry. It includes studio practices, procedures and demonstrations as related to broadcast applications. Hands-on production experience reinforces theoretical material.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:

At the conclusion of this course, students should be able to:

1. Identify the major events in broadcast history and key people involved in those events.
2. Explain the business of broadcasting, including such topics as advertising, ratings, and syndication.
3. Analyze the impact of new technology on broadcasting as it relates to industry growth and diversification.
4. Define broadcasting terms.
5. Participate in the process of developing broadcast programming.
6. Analyze the laws and regulations governing broadcasting in America.

Topics to be studied:

At the conclusion of the course, students will have a basic understanding of the following:

- Broadcast news gathering techniques
- Professional procedures for recording radio media
- Recording station promotions, Public Service Announcements, and productions
- Procedures for planning and presenting a radio program
- Producing, writing and editing voice record productions
- Day-to-day operations of a radio station

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X
Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	X
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	X
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	X
Students will exhibit creativity and innovation in the delivery of messages.	X
Students will competently analyze an audience to create effective messages.	X
Students will articulate the role of ethics in media and communication.	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	x
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	x
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	x
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	

Special requirements of the course:

Student must maintain a portfolio of all work throughout the semester.

Additional information:

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