CMS 221 Broadcast Announcing
Credit Hours: 3
Scheduled hours per week
Lecture: 3
Lab:
Other:

Catalog Course Description: 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.

Pre-requisites: NA
Co-requisites: NA

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

- Develop a knowledge of the physical aspects of the voice and understand proper delivery techniques including articulation, pronunciation, inflection, enunciation, word rate, correct breathing, interpretation, voice quality, mood, volume, regionalism, and communication.
- Gain a working knowledge of proper hand signals for communicating "on air."
- 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.
- Understand the difference in delivery between a narrator, disc jockey, sportscaster, newscaster, and a character voice.
- Gain a working knowledge of broadcast equipment, including the audio board, tape decks, CDs, cassette recorders, cart machines, microphones and digital audio recorders.
- Understand and appreciate the responsibilities of the role model set by an announcer in the media marketplace.

Topics to be studied:
At the conclusion of the course, students will have a basic understanding of the following:

- Communicator in modern media
- Improving the speaking voice
- Understanding and communicating a message
- Radio staff announcing
- Broadcast news and radio announcing
- Craft of interviewing
- Commercials, PSAs and acting
- Remote delivery and representation of station

<table>
<thead>
<tr>
<th>Relationship of Course to Discipline Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will demonstrate an ability to select the appropriate channels to communicate effective messages.</td>
</tr>
<tr>
<td>Students will demonstrate an ability to evaluate and critique their own and others’ communication.</td>
</tr>
</tbody>
</table>
Students will exhibit strong listening skills.

Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.

Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.

Students will exhibit creativity and innovation in the delivery of messages.

Students will competently analyze an audience to create effective messages.

Students will articulate the role of ethics in media and communication.

**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.

**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.

**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.

**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:**

**Prepared by:** Torie Jackson/Jeremy Harrison

**Date:** October 20, 2017