

**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

| <b>Relationship of Course to Discipline Learning Outcomes</b>  |   |
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| 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 |

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| 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 |

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| <b>Relationship of Course to General Education Learning Outcomes:</b>  |   |
| <b>Composition and Rhetoric</b> 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 |
| <b>Science &amp; Technology</b> 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.                  |   |
| <b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.   |   |
| <b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.                                    | X |
| <b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills. | X |
| <b>The Arts &amp; Creativity</b> 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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**Date:** October 20, 2017