

CMS 223 Broadcast Programming

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: A study and practical use of broadcast equipment, announcing techniques, programming concepts, functions of a disc jockey (DJ), and researching, writing and producing a newscast.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:

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

Pre-production

- Describe the three stages of radio, video, audio or digital production
- Generate story ideas for radio, video, audio or digital productions
- Prepare a basic script for radio, video, audio or digital production programs
- Plan and design the use of sound effects, music, narration, and dialog in a radio, video, audio or digital script.
- Articulate trends and policy of the radio, video, audio or digital broadcast industry as it relates to radio, video, audio or digital production.

Equipment Operation, Skills and Concepts – Audio/Radio, video, audio or digital Production

- Operate the production studios and audio production equipment.
- Apply multi-track audio/radio, video, audio or digital production techniques
- Operate digital audio equipment to conduct interviews and capture sound
- Import and transfer audio using various devices
- Operate digital audio software

Production Procedures

- Demonstrate remote recording of spoken voice, ambience and sound effects
- Demonstrate audio file importing, exporting, dubbing
- Demonstrate multi-track recording
- Demonstrate audio editing using digital audio editing software
- Demonstrate the mixing process using digital audio software
- Demonstrate an understanding of how to publish audio files on the Internet

Topics to be studied:

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

- Pre-production to include stages of radio, video, audio or digital production, scripts for programs, design of script, and trends in radio, video, audio or digital broadcast industry.
- Radio, video, audio or digital production to include operation of production equipment, application of production techniques, and operation of software.

- Production procedures to include recording, sound effects, file importing and exporting, mixing, fluency in digital audio software use.
- Journalism ethics

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:

Prepared by: Torie Jackson

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