

**CMS 359: Broadcast Reporting**

**Credit Hours:** 3

**Scheduled hours per week**

Lecture: 3 Lab:0

Other: N/A

**Catalog Course Description:** Broadcast presents a unique partnership between the reporter and the listener or viewer – as you describe the scene, the listener must imagine it. Writing for broadcast must be crisp, clear, concise, and evocative all at the same time.

**Pre-requisites:** N/A

**Co-requisites:** N/A

**Course Learning Outcomes:**

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

1. Utilize broadcast terminology common to newsrooms.
2. Understand and display the importance and effective use of sound in broadcast news.
3. Write clear, concise and complete news copy that conforms to the needs of the broadcast mediums.
4. Produce broadcast newscasts that maximize the potential of the broadcast mediums.
5. Exhibit the fundamentals of broadcast news announcing skills.

**Topics to be studied:**

- Writing for broadcast
- Voice
- Story creation and follow-up
- Recording interviews
- Writing scripts
- Social media
- Infographics
- Profiles and feature writing
- Changes of Internet for broadcast reporting
- Blogging for an audience
- Civic journalism
- Journalism ethics

<b>Relationship of Course to Discipline Learning Outcomes</b>	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	
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

<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.	X

**Special requirements of the course:**

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

**Additional information:**

N/A

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**Date:** 10/15/17

**Course Schedule**

Week	Topics to be Covered (Proposed Assessment Measures More details provided as the course progresses)
One 8/16/17	Utilize broadcast terminology common to newsrooms/Journalism Ethics (Participation-based assessment)
Two 8/23/17	Voice/Journalism Ethics (Participation-based, project-based assessment)
Three 8/30/17	Writing for Radio/Recording Interviews Broadcast project (Project-based assessment)
Four	Writing Scripts/Story Creation

9/6/17	Broadcast project (Project-based assessment)
Five 9/13/17	Story Follow Up/Journalism Ethics Broadcast project (Project-based assessment)
Six 9/20/17	Understanding the importance of sound in radio news Broadcast project (Project-based assessment)
Seven 9/27/17	Importance of teamwork in broadcast projects Broadcast planning project (Project-based assessment)
Eight 10/4/17	Delineation of duties in producing radio newscast Broadcast planning project (Project-based assessment)
Nine 10/11/17	Infographics Broadcast project (Project-based assessment)
Ten 10/18/17	Correcting common broadcast mistakes/Ethics Broadcast project (Project-based assessment)
Eleven 10/25/17	Profiles/Feature broadcast reporting Broadcast project (Project-based assessment)
Twelve 11/1/17	Social media in broadcast Broadcast project (Project-based assessment)
Thirteen 11/8/17	Changes of Internet for broadcast reporting Broadcast project (Project-based assessment)
Fourteen 11/15/17	Bloggng/civic broadcast reporting (Project-based assessment)
Fifteen 11/22/17	Podcasting (Project-based assessment)
Sixteen 11/19/17	Radio announcing Broadcast project (Project-based assessment)
Exam Week 12/6/17	Final Exam (project-based assessment and test)

