

Course Abstract

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Course ID and Name: COM 210 Radio Broadcasting Production

Department: Visual Performing Media Arts

Chairperson: Annie Hogan

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Prerequisites: N/A **Co-requisites:** N/A

Course Description:

Classroom and studio practice in the preparation and presentation of radio materials including writing, announcing, newscasting, interviewing, musical and dramatic programming. Practical concerns involve studio recording techniques, editing of audio tapes and program organization and management. The emphasis is on effective communication and ethical and aesthetic values in a production setting. Hands-on experience with equipment conducted in the campus radio studio, WMCC.

General Education Status:

Credits: **Lecture Hours:** **Lab Hours:**

3

3

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Learning Outcomes:

1. Prepare various styles of written copy for commercial announcements.
2. Produce on air commercials, using Adobe Audition computer software.
3. Prepare public service announcements, news stories as part of a future file, weather reports and differentiate between these various announcements.
4. Demonstrate announcing skills (vocal) for various types of messages.

Course Content Areas:

Tools of the Trade:

Microphone technique is discussed in addition to studio protocol. Specifics include mic placement, working the mic, the components of an effective slate, level check and other studio protocol.

Voice and Diction:

The diaphragmatic breathing is practiced in addition to other voicing basics such as articulation, pacing, plosives, additions and other vocalics. Vocal emphasis techniques are practiced which includes volume control, pitch, tone, rate, vocal force, fluency, pauses and word coloring. Students learn to use their voice for a wide variety of announcements which include spots, news, amber alerts, public service announcements, weather reports, traffic reports, liners and celebrity dirt.

Copy Analysis:

Common copy formats are analyzed, which includes introduction/elaboration/summary, problem/product/solution, product comparisons and mood pieces. An in-depth understanding of target audiences and segmentation is required.

Vocal Emphasis:

The differences between content and function words are examined. Rules of emphasis includes first/last mention of the client/campaign, new subjects, comparisons, multi-word names and lists.

Writing Copy:

The basic principles for writing copy include the use of concrete language, vivid terms, crafting memorable word structures: Creating figurative images; (metaphors/similes/personification), Creating drama; (omission/inversion/suspension), and Creating cadence; (parallelism/antithesis/repetition/alliteration).

Newscasts/Traffic Reports:

Other scripted exercises include preparing future files for newscasts and understanding the basic principles related to broadcast journalism: Katz & Lazarsfeld's theory, gatekeeping, agenda setting and status conferral. Also, news symbols to mark copy are also examined. Traffic reports are analyzed and vocally practiced in addition to knowledge of traffic abbreviations and symbols.

Extemporaneous speaking/Ad lib:

Certain assignments require students to learn to work with scripted announcements, while others teach them to speak more extemporaneously and impromptu. Both skills are needed in broadcast.

