

10/21/2022

DATE



REQUIRED COURSE



ELECTIVE COURSE

Hum DIVISION

☐ NEW COURSE☒ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	COM-155	TITLE: (30 Characters Max)	Radio-TV Announcing					
SEM CR HRS:	3	Lecture:	2	Lab:	2	ECH:	4	
Course Level:	<input checked="" type="checkbox"/> Gen Ed / IAI <input type="checkbox"/> Career/Technical <input type="checkbox"/> Baccalaureate /Non-IAI <input type="checkbox"/> Dev Ed/ Not in Degree Audit		Clinical Practicum:	0	SOE/ Internship:	0	SOE ECH:	0
COURSE PCS #	12 09.0701		IAI Code	MC 918		Contact Hours (Minutes Per Week)		
Repeatable (Y/N):	Pass/Fail (Y/N):	Variable Credit (Y/N):	Min:	Max:	16 Wks	200	8 wks	400
Prerequisites:	None							
Catalog Description: (40 Word Limit)	The principles of broadcast announcing are discussed and are applied to reading commercials, news, voice tracking, sports, and on-air music announcing. Interviewing techniques and the relationship between the announcer and the public are included.							

List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Non-Clinical Internship/ SOE
1 History and Background of Announcing	2	0		
2 Radio-TV Interviews	5	7		
3 News, sports, commercials, farm & promo reading	5	5		
4 Basics of Control Board and Computer Operations	4	4		
5 Music Announcing and Voice Tracking	2	4		
6 Critique On Air and Voice Track Performance	4	2		
7 TV Standups	2	3		
8 Radio and TV News Delivery	6	5		
TOTAL	30	30	0	0

EVALUATION

QUIZZES	<input type="checkbox"/>	EXAMS	<input checked="" type="checkbox"/>	ORAL PRES	<input checked="" type="checkbox"/>	PAPERS	<input type="checkbox"/>
LAB WORK	<input checked="" type="checkbox"/>	PROJECTS	<input type="checkbox"/>	COMP FINAL	<input checked="" type="checkbox"/>	OTHER	<input type="checkbox"/>

COURSE MATERIALS

TITLE:	Television and Radio Announcing
AUTHOR:	Hyde/Ibrahim
PUBLISHER:	Pearson
VOLUME/EDITION/URL:	12th Edition
COPYRIGHT DATE:	2014

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
History & Background of Announcing (2Lt, 0Lb)	2	Demonstrate through a discussion his/her understanding of past announcers and how that job has changed in past years.
Radio-TV Interviews (5Lt, 14Lb)	12	Construct interview questions after doing research on a topic for a radio and TV interview. Conduct a Radio and TV interview suitable for broadcast.
News, sports, commercials, farm, and promo reading (5Lt, 10Lb)	10	Employ announcing techniques when reading various types of written copy for.
Basics of Control Board and Computer Operations (4Lt, 8Lb)	8	Demonstrate proficiency by using the control room and automation equipment on an actual air shift.
Music Announcing & Voice Tracking (2Lt, 8Lb)	6	1. Recognize what is said between songs and during voice tracking of an on air shift. 2. Produce on air and voice tracking shifts suitable for broadcast; collect material for use in voice tracking.
Critique on Air and Voice Track Performance (4Lt, 4Lb)	6	Employ announcing techniques to improve on air reading and control board & on air work operations.
TV Standups (2Lt, 6Lb)	5	Produce a TV package and do a stand-up for a package

Radio and TV News Delivery (6Lt, 10Lb)	11	1. Perform a live reading of the news in studio, on the phone, and in the news room. 2. Recognize the importance of appearance, interaction, coordination, and preparation in TV. 3. Demonstrate a basic knowledge of Radio/TV production by anchoring a radio and/or TV newscast.
Insert New Line Above this Line		
	60	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
	Conduct an interview suitable for broadcast.
	Demonstrate proficiency using on-air radio equipment.
	Apply a basic knowledge of Radio-TV production by anchoring a radio or TV newscast suitable for broadcast.
	Employ announcing techniques when reading broadcast copy.

* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.