

11/26/2024

DATE

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REQUIRED COURSE

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ELECTIVE COURSE

HUM DIVISION

☐ NEW COURSE☒ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	COM-165	TITLE: (30 Characters Max)		Broadcast Writing							
SEM CR HRS:	4	Lecture:	4	Lab:	0	ECH:	4				
Course Level:	<input type="checkbox"/> Gen Ed / IAI <input checked="" type="checkbox"/> Baccalaureate /Non-IAI		<input type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit		Clinical Practicum:	0	Work-based Learning:	0	WBL ECH:	0	
COURSE PCS #	12 - 09.0401		IAI Code		MC 917		Contact Hours (Minutes Per Week)				
Repeatable (Y/N):	N	Pass/Fail (Y/N):	N	Variable Credit (Y/N):	N	Min:	Max:	16 Wks	200	8 Wks	400
Prerequisites:	None										
Corequisites:	None										
Catalog Description: (40 Word Limit)	The principles of broadcast journalism and copy writing are presented along with oral style, editing, rewriting stories and writing commercials that sell. The legal aspects of libel and slander are discussed.										

List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1 Oral writing style	11			
2 Production studio operation	6			
3 Wraparounds and actualities	7			
4 Ethics in news	3			
5 Libel laws	6			
6 Organizing commercial radio/TV copy	4			
7 Production of radio commercials, promos, etc.	11			
8 TV commercials and news	10			
9 Producing the news	2			
TOTAL	60	0	0	0

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

COURSE MATERIALS	
TITLE: Telling the Story	
AUTHOR: Brooks, Kennedy, Moen, and Ranly	
PUBLISHER: Macmillian Education	
VOLUME/EDITION/URL: 5th	
COPYRIGHT DATE: 2013	

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		<i>The student will be able to:</i>
Oral writing style	11	1. Demonstrate news and sports copywriting, using oral writing style relating to statistics, active verbs, etc., suitable for broadcast. 2. Distinguish the difference between formal and oral style of writing.
Production studio operation	6	1. Operate the equipment in the production studio at 70% efficiency (board, computer, etc.).
Wraparound and actualities	7	1. Design and implement the script for a wraparound. 2. Organize and interview a person and decide what parts to use in a news story. 3. Synthesize an actuality in a wraparound.
Ethics in news	3	1. Explain the laws concerning trespass and privacy. 2. Report stories within ethical boundaries.
Libel laws	6	1. Describe the basics of libel and freedom of information act. 2. Demonstrate how the use of file tape can lead to a lawsuit. 3. Differentiate privileged information, public figures, and private figures.
Organizing radio-TV commercials	4	1. Employ the AIPi and AIDI formulas in a promo or PSA.
Production of radio commercials	11	1. Formulate and produce a commercial with background music suitable for broadcast.

TV commercials and news	10	1. Produce a scripted and storyboarded promo or 30-second commercial with four to six different shots, which demonstrates basic editing skills.
Producing the news	2	1. Design a ten-minute newscast suitable for broadcast, featuring news, sports, campus and community events.
	60	

Outcomes*	At the successful completion of this course, students will be able to:
Course Outcome 1	Formulate effective news copy.
Course Outcome 2	Explain the fundamentals of libel law in the context of broadcasting.
Course Outcome 3	Coordinate and produce an effective radio/podcast-style interview.
Course Outcome 4	Synthesize happenings into news copy.
Primary Laker Learning Competency	Communication: Students communicate effectively and appropriately through the exchange of information.
Secondary Laker Learning Competency	Creative Thinking & Problem Solving: Students think creatively and solve problems by successfully combining knowledge in new ways.
Tertiary Laker Learning Competency	Information & Technology Literacy: Students not only identify when information is necessary, but they also find, evaluate and use that information effectively with the appropriate technological tools.

*Course and program outcomes will be used in the software for outcomes assessment and should include at least 1 primary and 1 secondary Laker Learning Competency. Limit to 3-5.