

# RTV 002: BROADCAST ANNOUNCING

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**Credit Status**

Credit - Degree Applicable

**Subject**

RTV - Radio-Television

**Course Number**

002

**Full Course Title**

Broadcast Announcing

**Short Title**

BROADCAST ANNOUNCING

**Modality**

Face-to-Face

**Catalog Description**

This course provides students with an introduction to radio and television broadcast announcing principles and techniques for commercial delivery, newscasts, music shows, interviews, sports, weather, and specialty segments. Students will learn the physical make-up of their voice and how to communicate effectively with warmth and authority. Students are required to broadcast live and pre-recorded segments on the campus radio station, KCOD.

**Schedule Description**

Have you ever wanted to be a radio DJ, television newscaster, talk show host or even a voice over artist? This course will introduce you to the basic tools needed to communicate a message clearly and effectively on radio and television. Students will broadcast assignments for KCOD.

**Lecture Units**

1

**Lecture Semester Hours**

18

**Lab Units**

1

**Lab Semester Hours**

54

**Total Course Units**

2

**Required Text and Other Instructional Materials****Resource Type**

Book

**Author**

Stephenson, Alan R. Reese, David E. and Beadle, Mary E.

**Title**

Broadcast Announcing Worktext Performing for Radio, Television and Cable

**City**

Burlington, MA

**Publisher**

Focal Press

**Year**

2013

**College Level**

Yes

**Flesch-Kincaid Level**

14

**Class Size Maximum**

25

**Course Content**

1. The communicator in modern media and the various roles of an announcer.
2. The radio and television performance environment.
3. Vocal and performance development.
4. Commercial, interviewing, news, music, sports and specialty announcing.
5. Legal and ethical issues for mass media performers.
6. Career Advancement (resume, audition tape critique, ratings, internships, networkinghellip;.)

**Lab Content**

1. Critique and analyze professional announcers.
2. Tour local radio and television stations and learn from local professional announcers.
3. Practice various vocal and performance exercises and techniques using microphones, a teleprompter and cameras.
4. Record live and pre-recorded news, commercial, interview, music, sports and specialty broadcast segments for KCOD.
5. Prepare a resume and demo tape for career advancement.

**Course Objectives**

|             | <b>Objectives</b>   |
|-------------|---|
| Objective 1 | Identify the announcer's role as a communicator in the field of broadcasting.   |
| Objective 2 | Demonstrate an understanding of the basic equipment and changing technology in both the radio and television studio.              |
| Objective 3 | Critique personal announcing skills through comparison with practicing professional announcers.                                   |
| Objective 4 | Exhibit the professional announcing skills of voice quality, diction, articulation and pronunciation.                             |
| Objective 5 | Perform the various duties of professional announcers including news, music, commercials, interviews, sports and specialty areas. |
| Objective 6 | Understand the ethical and legal issues for mass media performers.  |

**Student Learning Outcomes**

|           | <b>Upon satisfactory completion of this course, students will be able to:</b>  |
|-----------|--|
| Outcome 1 | Identify the announcer's role in the field of radio and television broadcasting.   |
| Outcome 2 | Demonstate knowledge of the various technical components of the radio and television studio.   |
| Outcome 3 | Understand the physical-makeup of the voice and how to use it effectively.   |
| Outcome 4 | Apply the various skills of professional announcing by performing short live and taped broadcasts for news, commercials, interviews, music, sports and other specialty broadcast programs. |

**Methods of Instruction**

| <b>Method</b> | <b>Please provide a description or examples of how each instructional method will be used in this course.</b>   |
|---------------|---|
| Laboratory    | Students will work on perfecting their announcing skills and techniques by preparing and recording radio and television segments for homework assignments and for broadcast content for KCOD. |
| Observation   | Students will observe and analyze the performance of several current and past professional announcers in the broadcast industry.  |

Lecture

Students will learn the principles of radio and television announcing. Included in this study are topics including: an announcer's role, voice and diction, pronunciation, styles of delivery, understanding technology and proper use of vocal inflection for specific broadcast mediums.

### Methods of Evaluation

| Method                                  | Please provide a description or examples of how each evaluation method will be used in this course.   | Type of Assignment |
|---|---|--------------------|
| Critiques                               | Students will be critiqued on their preparation, practice and performance skills.   |                    |
| Self-paced testing, Student preparation | Students will be graded on how well prepared they are when performing and recording weekly assignments.   |                    |
| Student participation/contribution      | Students are required to attend every class lecture, discussions and laboratory sessions.   |                    |
| Written homework                        | Students will turn in written assignments along with their recorded lab projects including copy marked scripts and outlines for ad lib commentary.  |                    |
| Mid-term and final evaluations          | A final exam will be given at the end of the semester testing students understanding of their textbook knowledge and classroom lectures.  |                    |
| Laboratory projects                     | Each week students will be given laboratory assignments that they will prepare, practice and complete throughout the week. Assignments include: critiquing and analyzing professional announcers, practicing vocal exercises, perfecting performance skills, preparing and recording commercials, interviews, news, music, sports and specialty segments. |                    |

### Assignments

#### Other In-class Assignments

Class lectures and presentations (powerpoint, videos, youtube, hand-outs).  
Observe and critique professional radio and television announcers.

#### Other Out-of-class Assignments

1. Read textbook chapters and recommended supplementary material.
2. View and listen to a variety of audio-visual materials.
3. Record both radio and television announcing assignments at KCOD.
4. Write and copymark scripts.
5. Prepare, practice and record commercial, interviews, news, music, sports and specialty shows for performing in-class and at KCOD.

#### Grade Methods

Letter Grade Only

### MIS Course Data

#### CIP Code

09.0701 - Radio and Television.

#### TOP Code

060400 - Radio and Television

#### SAM Code

D - Possibly Occupational

#### Basic Skills Status

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Program Status**

Program Applicable

**Transfer Status**

Transferable to CSU only

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Approvals****Course Control Number**

CCC000186533

**Programs referencing this course**

Basic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=197/>)

Mass Communication A.A. Degree (<http://catalog.collegeofthedesert.eduundefined?key=273/>)