COURSE OUTLINE

Course Number	Course Title	Credits
CMN 250	**Announcing for Radio & Electronic Media**	**3**

Hours: 2 lecture/2 Lab	Pre-requisite	Fall 2016
	CMN 151 w/minimum 'C' grade or permission of coordinator	

Catalog description:

Students explore, practice and develop announcing techniques used in broadcasting and other commercial applications. Practical assignments provide training for a variety of professional roles such as radio disc jockeys, broadcast journalists, voice-over announcers, and voice actors. Students produce commercials, public service announcements, interview programs, and corporate/industrial voice-overs and simulate the on-air sound of various radio station formats.

Required texts/other materials:

Broadcast Announcing Worktext; A Media Performance Guide, 4th Edition
Stephenson, Reese, Beadle
Focal Press   ISBN: 978-0-240-81860-3

The Art of Voice Acting (w/CD), 5th Edition
Alburger
Focal Press   ISBN: 978-0-240-81211-3

Revision date: **Course coordinator: Mitch Canter**
Fall 2016   Phone: 609-570-3755   E-Mail: canterm@mccc.edu

Information resources:

Internet: As indicated by instructor

Course Competencies/Goals:

The student will be able to:

1. Demonstrate various styles of radio announcing with special attention to program formats, radio journalism and commercials

2. Demonstrate professional aptitude working as a radio DJ/announcer

3. Produce a "telescoped air-check" of a one hour radio program

4. Announce radio commercials utilizing a variety of production techniques

5. Write and announce newscasts and a radio news "package"

6. Produce a live interview program

7. Explore character development as it applies to voice acting

8. Assume the role of a character in a commercial or program script and act to communicate the character effectively

Course-specific General Education Knowledge Goals and Core Skills.

General Education Knowledge Goals
Goal 1. Communication. Students will communicate effectively in both speech and writing.
Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.
Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations.

MCCC Core Skills
Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.
Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.
Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Units of study in detail

Unit I   The Communicator in Modern Media / Vocal Discovery
Learning Objectives
The student will be able to…
i)   Analyze the role of the announcers in today's media
ii) Identify individual desired improvements in speech performance
iii) Listen & critique performance of self and others

Unit II   Improving Your Speaking Voice
Learning Objectives
The student will be able to…
   i)   Identify key parts of human vocal anatomy
   ii) Identify and isolate key factors of sound in speech
   iii) Perform breathing techniques specific to professional speech

Unit III   Understanding & Communicating the Message
Learning Objectives
The student will be able to…
i)   Determine the meaning and motivation of copy
ii)   Interpret copy and perform it with proper rhythm & inflection
iii)   Professionally mark copy for breathing, pacing & inflection
iv)   Identify cues in copy that indicate "stress" and "slide"
v)   Vocalize copy in a way that does not sound like "reading"

Unit IV   Radio & Commercial Announcing
Learning Objectives
The student will be able to…
i)   Perform a one hour, on-air DJ radio show
ii)   Demonstrate different announcing styles according to radio station format
iii)   Identify words that "sell" in commercial copy
iv)   Ad-lib commercial copy from copy points

Unit V   Radio News
Learning Objectives
The student will be able to…
i)   Define "programmed news"
ii)   Determine news story selection based radio station format
iii)   Build a news cast using wire service
iv)   Write news copy
v)   Announce a 2 minute newscast

Unit VI   Interviewing
Learning Objectives
The student will be able to…
i)   Compose interview questions
ii)   Edit interview responses into "sound bites"
iii)   Record a news package report
iv)   Conduct a live, non-edited interview
v)   Repurpose a live interview for web application

Unit VII   Corporate & Industrial Voice-Over
Learning Objectives
The student will be able to…
i)   Identify the difference between news and narration styles
ii)   Effectively announce long-form narration copy

Unit VIII   Voice Acting
Learning Objectives
The student will be able to…
i)   Identify a "straight" vs. "acted" delivery
ii)   Voice copy in the role of a character
iii)   Voice dialogue copy with proper pace & timing
iv)   Design and vocalize a unique voice-over character

Evaluation of student learning:

Written Homework	15%
(Listening summaries, chapter summaries, original work)	
Exams	15%
Airchecks (on air work)	15%
Labs (practical/studio work)	40%
Final projects (demo/capstone)	15%
Total	100%

Academic Integrity Statement:

Mercer County Community College is committed to Academic Integrity -- the honest, fair and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work and that faculty and academic support services staff members will take reasonable precautions to prevent the opportunity for academic dishonesty.

The college recognizes the following general categories of violations of Academic Integrity:

Academic Integrity is violated whenever a student:
- Uses or obtains unauthorized assistance in any academic work.
- Gives fraudulent assistance to another student.
- Knowingly represents the work of others as his/her own, or represents previously completed academic work as current.
- Fabricates data in support of an academic assignment.
- Inappropriately or unethically uses technological means to gain academic advantage.

The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (https://mlink.mccc.edu/omb/0403_academic_integrity_OMB210.pdf)

Accessibility Statement

Mercer County Community College is committed to ensuring the full participation of all students in its programs.
If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA or Section 504 of the Rehabilitation Act, please contact **Arlene Stinson** in LB 216 stinsona@mccc.edum for information regarding support services.

The Classroom as a Learning Community
All students are welcomed to an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together. With that as our goal, it is important that all students come to all class sessions on time, and stay until the end of the class meeting unless you have informed the instructor that you must leave early. If you are unavoidably late, please enter the class quietly. If you must miss a class for any reason, you are responsible for all material covered, for announcements made in your absence, and for acquiring any material that were distributed in class.

The Classroom as a Learning Community *(continued)*

It is important to stay focused on the class activities and discussions. For this reason, any electronic equipment that will distract the class such as **cell phones, must be turned off or placed in <u>silent</u> or <u>vibrate</u> mode.** Side conversations are also distracting for both the instructor and other students in the class. Simple norms of courtesy should be sufficient to have our class run in the best interests of all of us.

If a cell phone rings during a class session, the person who is in possession of the cell phone will receive a **10 point grade reduction** *on his/her most recent homework assignment.* There are no exceptions and no limit to how many times a grade reduction can be imposed.