

# College of San Mateo

## Course Outline

- New Course  
 Update/No change  
 Course Revision (Minor)  
 Course Revision (Major)

Date: October 8, 2010

Department: Digital Media

Number: 128

Course Title: On-Air Talent

Units: 3

Total Semester Hours: Lecture: 32

Lab: 48

Homework: 64

By Arrangement: 0

Length of Course

- Semester-long  
 Short course (Number of weeks \_\_\_\_\_)  
 Open entry/Open exit

Grading

- Letter  
 Pass/No Pass  
 Grade Option (letter or Pass/No Pass)

Faculty Load Credit (To be completed by Division Office; show calculations): FLC 4.1

$$(32 \div 16) + (48 \div 16 \times .7) = 4.1$$

1. Prerequisite (Attach Enrollment Limitation Validation Form.)

None

2. Corequisite (Attach Enrollment Limitation Validation Form.)

None

3. Recommended Preparation (Attach Enrollment Validation Form.)

DGME 100; Eligibility for ENGL 838 or ENGL 848 or equivalent.

4. Catalog Description

**128 On-Air Talent (3)** (Pass/No Pass or letter grade option) Minimum of 32 lecture hours and 48 lab hours per term. Recommended Preparation: DGME 100; Eligibility for ENGL 838/848 or equivalent. Practical speaking experience in announcing for radio and TV. Students will learn to research, write, and present information to a diverse audience. Students practice speaking techniques in news, demonstration, interviews, and voiceovers. Basic microphone and TV performance techniques included. (AA: Area E2b,CSU)

5. Class Schedule Description (Include prerequisites/corequisites/recommended preparation.)

**128 On-Air Talent (3)** Practical speaking experience in announcing for radio and TV. Students will learn to research, write, and present information to a diverse audience. Students practice speaking techniques in news, demonstration, interviews, and voiceovers. Basic microphone and TV performance techniques included. Recommended Preparation: DGME 100; Eligibility for ENGL 838/848 or equivalent. (Pass/No Pass or letter grade option) (AA: Area E2b, CSU)

6. **Student Learning Outcomes** (Identify 1-6 expected learner outcomes using active verbs.)

Upon successful completion of the course, the student will be able to:

1. Evaluate professional radio and TV talent, including their regard for divergent opinions
2. Research, write, and present news/information to the audience
3. Express their own view on topics while respecting the diversity of media audiences
4. Interpret broadcast graphics (ie: weather, charts, and satellite images) for the audience
5. Examine ethical issues that on-air talent face
6. Demonstrate ability to clearly communicate facts and information with appropriate emphasis, pacing, and tone

7. **Course Objectives** (Identify specific teaching objectives detailing course content and activities. *For some courses, the course objectives will be the same as the student learning outcomes. If this is the case, please simply indicate this in this section).*

7. Same as SLOs

8. **Course Content** (Brief but complete topical outline of the course that includes major subject areas [1-2 pages]. Should reflect all course objectives listed above. In addition, you may attach a sample course syllabus with a timeline.)

Attached

9. **Representative Instructional Methods** (Describe instructor-initiated teaching strategies that will assist students in meeting course objectives. Include examples of out-of-class assignments, required reading and writing assignments, and methods for teaching critical thinking skills.) **If hours by arrangement are required by this course, indicate the additional instructional activity which will be provided during this time, where the activity will take place, and how the activity will be supervised.**

1. **Lecture**, enhanced with **A/V examples**, introduces new material to the students. One half of the lecture time takes place in a standard classroom, which allows the instructor to discuss basic radio and TV announcing methods and answer questions from required readings.
2. **Demonstration** of presentation techniques for broadcasting will take place in the TV studio
3. **Lab** sessions take place in a studio environment where students will complete individual and group assignments, including radio commercials, radio DJ airchecks, plays and dramatic scenes, news, sports, conducting interviews, and weather reports
4. **Readings** will reinforce new information

**Lab** time will be completed in Studio B or in College Center production rooms, where students will apply their learning through recording a variety of training assignments.

10. **Representative Methods of Evaluation** (Describe measurement of student progress toward course objectives. Courses with required writing component and/or problem-solving emphasis must reflect critical thinking component. If skills class, then applied skills.)

1. Written evaluations/critiques of performance (voiceover and on-camera)
2. Evaluation of script mark-up assignment for best delivery
3. In-class critique sessions of radio and TV talent
4. Assessment of presentation of information for clarity and efficiency
5. Assessment of DJ air-check

11. **Representative Text Materials** (With few exceptions, texts need to be current. Include publication dates.)

*Announcing: Broadcast Communicating Today* (Wadsworth Series in Broadcast and Production) (Hardcover), by Hausman, Benoit, Messere, O'Donnell.  
Wadsworth Publishing; 5 edition (August 4, 2003)  
ISBN-10: 0534563104, ISBN-13: 978-0534563103

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Submission Date: \_\_\_\_\_

### **Outline of Course Content**

#### **Announcers as Communicators** (SLO 1, 5)

- Traits of successful communicators
- History and purpose of announcing profession
- Responsibilities and codes of ethics
- Critiqueing speakers and announcers

#### **Message Construction** (SLO 2)

- Purpose of message: Inform, Persuade, Motivate, Demonstrate
- Considering the audience
- The main message or thesis
- Researching a topic and creating an outline
- Message structure
- Oral delivery

#### **Communicating a message** (SLO 1, 3, 4, 6)

- Interpreting information for the audience
- Appropriate delivery style for various messages
- Presenting your own point of view

#### **Interviewing** (SLO 1)

- The art of listening
- Types of interviews (documentary, news, personality)
- Respecting divergent viewpoints

#### **On-camera presentation** (SLO 2, 3, 5)

- Impromptu speaking and ad-libbing

- Anchors, Analysts, Hosts, and Reporters
- News and information delivery
- Using recording equipment
- Appearance