

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 128 **TITLE:** Media Performance & Presentation

Units: 3.0 units **Hours/Semester:** 40.0-45.0 Lecture hours; 24.0-27.0 Lab hours; and 80.0-90.0 Homework hours

Method of Grading: Grade Option (Letter Grade or Pass/No Pass)

2. **COURSE DESIGNATION:**

Degree Credit

Transfer credit: CSU

AA/AS Degree Requirements:

CSM - GENERAL EDUCATION REQUIREMENTS: E2b. Communication and Analytical Thinking

3. **COURSE DESCRIPTIONS:**

Catalog Description:

This course offers performance training for media presenters. Students learn to present information for diverse audiences and various media platforms including audio, on-camera, and social media. Students will gain experience in news, demonstration, interviews, voiceovers, and presenting themselves to media audiences. Exercises are intended to improve articulation, pronunciation, and interpretation of messages.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Evaluate professional media talent, including their regard for divergent opinions
2. Examine ethical issues that media talent face
3. Demonstrate ability to clearly communicate facts and information

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

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

1. Evaluate professional media talent, including their regard for divergent opinions;
2. Examine ethical issues that media talent face
3. Demonstrate ability to clearly communicate facts and information

6. **COURSE CONTENT:**

Lecture Content:

- Announcers as Communicators
 - Traits of successful communicators
 - History and purpose of announcing profession
 - Responsibilities and codes of ethics
 - Critiquing speakers and announcers
- Message Construction
 - 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
 - Interpreting information for the audience
 - Appropriate delivery style for various messages
 - Presenting your own point of view
- Interviewing
 - The art of listening
 - Types of interviews (documentary, news, personality)
 - Respecting divergent viewpoints
- On-camera presentation
 - Presenting oneself in social media
 - News and information delivery
 - Using recording equipment

- Appearance

Lab Content:

Lab sessions take place in classrooms, recording studios, and workrooms where students will record assignments, conduct interviews, and deliver presentations. Labs also include critique sessions and peer evaluation.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- Lecture
- Lab
- Activity
- Critique
- Observation and Demonstration
- Other (Specify):
 - Lecture, enhanced with A/V examples, introduces new material to the students. 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.
 - Demonstration of presentation techniques for broadcasting may take place in a recording studio or classroom
 - Lab sessions take place in classrooms and/or recording studios where students will complete individual and group assignments, including radio commercials, news, presentations, and interviews
 - Readings will reinforce new information

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Students write critique papers that evaluate professional broadcasters. They research and write scripts for voiceover and on-camera delivery.

Reading Assignments:

Readings reinforce lecture material. Readings are online or given as handouts.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- Class Participation
- Class Performance
- Class Work
- Exams/Tests
- Homework
- Lab Activities
- Oral Presentation
- Papers
- Projects
- Quizzes
- Written evaluations/critiques of performance (voiceover and on-camera)
 - Evaluation of script mark-up assignment for best delivery
 - In-class critique sessions of radio and TV talent
 - Assessment of presentation of information for clarity and efficiency
 - Assessment of DJ air-check

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- Stephenson; Smith; Beadle. *Broadcast Announcing Worktext: A Media Performance Guide*, 5th ed. Routledge, 2020

Origination Date: September 2020

Curriculum Committee Approval Date: September 2021

Effective Term: Fall 2022

Course Originator: Michelle Brown