

College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 128 **TITLE:** On-Air Talent
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 P/NP)
Recommended Preparation:
 Eligibility for ENGL 838 or ENGL 848

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
AA/AS Degree Requirements:
 CSM - GENERAL EDUCATION REQUIREMENTS: E2b. English, literature, Speech Communication

3. **COURSE DESCRIPTIONS:**
Catalog Description:
 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.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
 1. Evaluate professional radio and TV talent, including their regard for divergent opinions
 2. Examine ethical issues that on-air talent face
 3. Demonstrate ability to clearly communicate facts and information with appropriate emphasis, pacing, and tone

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Evaluate professional radio and TV talent, including their regard for divergent opinions;
 2. Examine ethical issues that on-air talent face
 3. Demonstrate ability to clearly communicate facts and information with appropriate emphasis, pacing, and tone

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 (

- Impromptu speaking and ad-libbing
- Anchors, Analysts, Hosts, and Reporters
- News and information delivery
- Using recording equipment
- Appearance

Lab Content:

Lab sessions take place in a studio environment where students will complete individual and group assignments, including radio commercials, radio DJ air checks, plays and dramatic scenes, news, sports, conducting interviews, and weather reports.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Lab
- C. Activity
- D. Critique
- E. Observation and Demonstration
- F. Other (Specify): I. 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, 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.

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:

- A. Class Participation
 - B. Class Performance
 - C. Class Work
 - D. Exams/Tests
 - E. Homework
 - F. Lab Activities
 - G. Oral Presentation
 - H. Papers
 - I. Projects
 - J. Quizzes
- K. 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

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Stephenson, A., Reese, D., Beadle, M. *Broadcast Announcing Worktext: A Media Performance Guide*, 4th ed. Focal Press, 2013

Effective Term: Fall 2017
Course Originator: Michelle Brown