**ESSEX COUNTY COLLEGE**

**Humanities Division**

**CMS 136 – Radio Broadcasting and Production**

**Course Outline**

**Course Number & Name:**  CMS 136 Radio Broadcasting and Production

**Credit Hours:**  3.0 **Contact Hours:**  3.0 **Lecture:** N/A **Lab:**  N/A **Other:**  3.0

**Prerequisites**:  None

**Co-requisites:** None **Concurrent Courses:** None

**Course Outline Revision Date:**  Fall 2010

**Course Description**: This course is designed to teach the fundamentals of audio production and the radio industry. Students learn basic audio recording and editing procedures and gain a theoretical understanding of the role of radio in the global context.  This is a theoretical as well as a “hands-on” course.  The course will be conducted as both lecture and lab, with students completing various audio projects.

**Course Goals:** Upon successful completion of this course, students should be able to do the following:

1. write, record and edit a variety of audio productions;

2.    analyze the structure of the radio industry and its impact in the U.S. and internationally; and

3.    assess the impact of digital technologies on the industry.

**Measurable Course Performance Objectives (MPOs)**: Upon successful completion of this course, students should specifically be able to do the following:

1. Write, record and edit a variety of audio productions:

* 1. *write, record and edit a public service announcement;*
  2. *write, record and edit an interview segment;* and
  3. *collaboratively write, record and edit a program incorporating diverse elements*

2. Analyze the structure of the radio industry and its impact in the U.S. and internationally:

2.1 *explain the history of the radio industry and key legislative and economic factors shaping its development;*

2.2 *discuss the role of radio in development nationally and internationally;* and

2.3 *explain the relationship between the radio and sound recording industries*

**Measurable Course Performance Objectives (MPOs)** (continued):

3. Assess the impact of digital technologies on the industry:

3.1 *explain the impact of digital technologies on the radio industry;* and

3.2 *infer future trends in the industry as a result of these technologies*

**Methods of Instruction**: Instruction will consist of lectures, screenings, demonstrations, and individual production work.

**Outcomes Assessment:** Rubrics are used to assess the student productions and writing assignments for the presence of the measurable course performance objectives (MPOs). Quiz and exam questions are blueprinted to the MPOs. Data is collected and analyzed to determine the level of student performance on these assessment instruments in regards to meeting course objectives. The results of this data analysis are used to guide necessary pedagogical and/or curricular revisions.

**Course Requirements:** All students are required to:

1. Participate actively in class.

2. Complete all written assignments and take all quizzes and exams as scheduled.

3. Complete all productions on time.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Class Participation 15 – 30%**

Class participation includes attendance, completing class assignments, and involvement in class discussion. Assignments and discussion will provide evidence of student mastery of course objectives.

* **Audio Productions 15 – 30%**

Audio productions will provide evidence of student ability to write, record and edit a variety of audio productions and will be assessed on the overall professionalism and quality of the productions as related to course objectives.

* **Quizzes and Exams 15 – 30%**

Quizzes and exams will provide evidence of student achievement of course objectives and synthesis of course material.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Written Assignments 15 – 30%**

Written assignments will provide evidence of student ability to analyze the structure of the radio industry and its impact in the US and internationally and assess the impact of digital technologies on the industry.

Note: The instructor will provide specific weights, which lie in the above-given ranges, for each of the grading components at the beginning of the semester.

**Academic Integrity:** Dishonesty disrupts the search for truth that is inherent in the learning process and so devalues the purpose and the mission of the College. Academic dishonesty includes, but is not limited to, the following:

* plagiarism – the failure to acknowledge another writer’s words or ideas or to give proper credit to sources of information;
* cheating – knowingly obtaining or giving unauthorized information on any test/exam or any other academic assignment;
* interference – any interruption of the academic process that prevents others from the proper engagement in learning or teaching; and
* fraud – any act or instance of willful deceit or trickery.

Violations of academic integrity will be dealt with by imposing appropriate sanctions. Sanctions for acts of academic dishonesty could include the resubmission of an assignment, failure of the test/exam, failure in the course, probation, suspension from the College, and even expulsion from the College.

**Student Code of Conduct:** All students are expected to conduct themselves as responsible and considerate adults who respect the rights of others. Disruptive behavior will not be tolerated. All students are also expected to attend and be on time for all class meetings. No cell phones or similar electronic devices are permitted in class. Please refer to the Essex County College student handbook, *Lifeline*, for more specific information about the College’s Code of Conduct and attendance requirements.

**Course Content Outline:** based on the text Audio Production Worktext, 6th edition, by David Reese, Lynne Gross, and Brian Gross.

**WeekContent/Topic**

1 Course introduction | Basic audio recording

2 History and Structure of Radio Industry | **Chapter 2 Quiz due**

3 Visit radio station or audio facility

4 The Sound Recording business | Screening

5 Global Radio | **Writing Assignment 1 due**

6 Internet Radio | **Chapter 12 Quiz due**

7 Microphones | Chapter 4 | **Radio Industry Written Assignment due**

8 Production planning | **Chapter 1 Quiz due**

9 Digital Audio Production | Chapter 3 | **PSA due**

10 Location Recording | **Chapter 10 Quiz due**

11 Audio editing | **Vox pop due**

12 Audio editing | **Chapter 9 Quiz due**

13 Audio Editing | **Audio program due**

14 Audio streaming| **Final Exam due**

15 Wrap up