

Prepared by the Department of Arts and Communication
Date of Departmental Approval: February 13, 2017
Date approved by Curriculum and Programs: March 29, 2017

Effective: Fall 2017

1. **Course Number:** COM113
Course Title: Radio Broadcasting
2. **Description:** This course is designed to instruct the student in the operation of a radio station. On-air and off-air broadcasting techniques are discussed. Broadcast management, legal requirements, announcing, and copywriting are considered as they relate to specific assignments and duties at a radio station. Decisions involved with programming formats are considered. Students apply knowledge to individual and collective work projects. Students in this course are expected to be proficient in computer file management skills. (60 hours required per semester)
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following:
 - Identify the basic professional techniques of radio broadcasting.
 - Apply professional techniques to actual and simulated broadcast situations.
 - Identify the legal requirements of radio broadcasting.
 - Explain the importance of language in communicating over the public airwaves
 - Analyze the social impact of radio broadcasting on society.
 - Demonstrate the various functions of/and effectively use the broadcast studio.
 - Describe the functions and requirements of a variety of jobs available in the field of broadcast communication.
 - Develop original copy for use in broadcast.
 - Demonstrate the various functions of/and effectively use the broadcast studio
 - Effectively prepare and present material for broadcast.
 - Identify the various radio formats, target demographics, and announcer delivery.
 - Perform live newscasts, public service announcements, specialty broadcasts, interviews, and talk shows.
 - Prepare an audition demo.
4. **Credits:** 3 credits
5. **Satisfies a General Education Requirement:** No.
6. **Prerequisite:** None
7. **Semesters Offered:** Fall
8. **Suggested General Guidelines for Evaluation:** Students are evaluated on their ability to prepare and perform a variety of actual and simulated broadcasting situations. Students are evaluated on their understanding of the operation of the radio station and legal requirements of broadcasting. Further, students are evaluated on writing copy for various radio formats and performance of the copy in broadcast situations.
9. **General Topical Outline (Optional):** Included are units on: broadcast studio operation; radio formats; announcing; copywriting; legal requirements; audience analysis; and preparing material for broadcast. Part of the student's experience involves working at an actual radio station.