

MODULE: BROADCAST JOURNALISM

CODE: BAJH-2-1-09
Number of Credits: 4 semester credits / 6 quarter units
Stage: Development & Integration (I)
Theme: Media Skills
Assessment Weighting: Course work (60%) Exam (40%)

INTRODUCTION

To deepen their expertise, students need 'hands-on' experience of news and current affairs radio. The module develops the students' level of expertise by concentration on the art of newsgathering, production and script writing for radio.

Syllabus

Sound Recording and Editing

- Using tape machines and editing equipment editing, the ethics of editing, functions of editing
- Mixing channels and controls, fading techniques, etc
- Linking transmission/sound
- Portable equipment: reel to reel vs cassette, checking levels
- Microphones in use

Planning the Story

- Newsroom conference
- The angle, the focus, the brief
- Fieldwork
- Schedule, deadline, getting the story back to base
- Item selection and order
- Editing the story
- Programme presenter, anchor techniques
- Post-mortem analysis

Programme Construction

- Programme identity
- Presentation and linking.
- Types of Interview.
- Types of newsgathering.
- Script layout, writing for Radio

Writing for Radio

- Use of language: simplicity, accuracy, clarity

- Rules of the spoken (as opposed to written) word
- Avoiding clichés and stereotypes
- Immediacy, interest, drama
- News, current affairs, light entertainment, sport

The Art of Interviewing

- Research - who are you interviewing, why
- Preparing question outlines, interview tone, context
- Interview conditions - what to accept, not to accept and why
- Asking clear short, direct questions
- Interruptions

The Studio

- Studio transmission, talks studio, contributions studio, etc.
- Outside Broadcasts vehicles/radio car
- Use of remote studio
- Use of delay/digital delay

Running *Griff FM*

- Practical integration of all the skills of radio production by preparing and presenting live and recorded packages for broadcast

Programming Radio

- Constructing a radio schedule
- Establishing roles and demarcation
- Setting up departments (News, Current Affairs, Music, Sports, Drama, etc)

Marketing Radio

- Publicity and advertising
- BCI rules for community stations (*Griff FM*)