

MODULE: Radio Journalism (course code BAJH-RJ)

Griffith College Dublin – Journalism and Visual Media

Fall Semester

***PRE-REQUISITE:* previous Broadcast Journalism experience**

Introduction

The growth in radio inaugurated through the 1989 Communications Act by IRTC/BC has expanded the possibilities for employment and further innovation in this area. There have been year on year increases in the number of stations and in the hours broadcast. In addition, the switch from analogue to digital transmission, together with the advent of web based audio platforms, podcast and satellite radio has intensified the need for broadcasting skills that are critical, sophisticated and versatile. This module will build on skills acquired in Introduction to Radio in Stage I, and enable graduates to grasp the skills necessary for work in the area of broadcast production and presentation.

To deepen their expertise, students need 'hands-on' experience of news, current affairs and entertainment radio. The module will develop the students' level of expertise by concentrating on the art of information and newsgathering, production and script writing for radio and by allowing students to demonstrate that expertise by practical experience in the College's radio/web station Griff FM, utilising industry standard software, and uploading self-edited audio content online.

Module Aims

This module aims to enable the student to:

- Develop and integrate technical competence and creative ability in programme development for radio and other digital audio platforms.
- Integrate analytical methodologies and ancillary skills contained in other modules such as Online & Digital Media, Media Law & Ethics and Reporting & Sub-editing.
- Increase levels of expertise while producing, presenting and promoting Griff FM.
- Utilise digital mediums available to broadcast journalists such as podcasting and internet delivery of content.

Module Learning Outcomes

On successful completion of this module, the student should be able to:

- Demonstrate appropriate operating procedures and practices within a radio station at a programme conception, creation and delivery level.
- Apply recording techniques at an advanced level to interviews and prepare material for subsequent online and analogue broadcasting.
- Demonstrate a broad range of enhanced skills to critique news, current affairs and entertainment programmes effectively, ethically and thoroughly.

- Use advanced skills and specialised comprehension to prepare and upload audio media for distribution on the internet.
- Produce material integrating advanced technical and journalistic elements suitable for professional broadcast.

Indicative Module Content

Writing for Radio.

At an advanced level, building on skills acquired at Stage I.

Programme Construction, Production and Planning.

Programme identity; presentation and linking; types of interview; types of newsgathering; script layout. Newsroom conference; the angle, the focus, the brief; fieldwork; schedule, deadline; item selection and order; editing the story; programme presenter, anchor techniques; post-mortem analysis.

The Art of Interviewing.

At an advanced level, building on skills acquired at Stage I. 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. Comparing and contrasting English language radio interview techniques: case studies from Ireland, USA and UK.

Being part of a Research and Production Team.

Job allocation; working as a team; brainstorming; online research skills; target audience identification; maintaining ethical standards; being mindful of journalists' role in democratic societies.

Digital Audio Recording, Editing & Uploading Online.

At an advanced level, building on the technical skills acquired at Stage I. Additionally, audience identification and programme rationale in the online environment.

The Studio.

At an advanced level, building on skills acquired at Stage I. Presentation and technical techniques. Comparing and contrasting English language radio presentation techniques: case studies from Ireland, USA and UK.

Managing Griff FM.

Introducing pre-production and station planning timetable; planning and finalising programme schedule; choosing presenters; balancing content; ensuring listenership; creating necessary content in advance; organising marketing promotion, launch and wrap parties; ensuring Griff FM media profile, dispute resolution.

Internet Distribution & Audience Building

Analysis of the contemporary online audio marketplace, both Irish and international; case studies of successful online radio stations and audio content providers; how to build and measure audience figures; pushing programme-format or star-based content.

Marketing Radio & Irish Radio Industry Analysis.

Exploring IRTC listenership figures; identification and analysis of key developments in the Irish radio industry since 1989; BCI guidelines; BCI licensing procedures; identifying and critiquing radio ownership trends (oligopoly, diversity of content, responsibilities in a democratic society).

Assessment

This module will be assessed by a series of assignments (Continuous Assessment 50%) being a variety of two- to ten-minute researched, written, presented and edited radio pieces, uploaded online. At least two to form part 30-minute radio programmes compiled by the class; and by a written exam (30%) consisting of both discursive and technical questions. 20% of the mark will be quantified on the basis of participation in Griff FM.

One third of assignment mark can go towards a Griff FM log book assignment containing: what I learned from working on Griff Fm (time management, interpersonal skills, dispute resolution, technical points, editing issues, presenting , etc)