TEXTBOOK: Television and Radio Announcing, 12th Edition  
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COURSE DESCRIPTION: Development of the basic skills for effective television and radio announcing, newscasting, and interviewing. Incidental fee required.

COURSE SYNOPSIS: MCM 376.001 Broadcast Performance (3 credits) typically meets twice each week (Tuesday/Thursday) in 75-minute segments for 15 weeks and also meets for a 2-hour final examination. The course contains basic skills for effective performance in the broadcast field in a face-to-face lecture course. Students will have 10 projects throughout the semester prepared in class and outside of class to demonstrate the role of a broadcaster as an announcer, newscaster, commercial producer and interviewer and two written fill-in-the-blank exams. These activities average a minimum of 2 hours of outside-of-class work each week.

PROGRAM LEARNING OUTCOMES (PLOs):
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.
RADIO/TV CONCENTRATION (PLOs):

1. Develop technical and creative skills necessary for the production and airing of basic broadcast programs.
2. Cultivate understanding of contemporary broadcast structure, recognize standard production elements, and critically analyze their application.
3. Familiarize students with standard and evolving terminology utilized within the broadcast field.

STUDENT LEARNING OUTCOMES (SLOs):

1. Demonstrate the role of broadcast announcer-performer as a commercial announcer, newscaster, commercial producer, and interviewer through produced projects.

2. Show knowledge of the preparation of script; microphone and camera techniques; and adaptation of voice and diction to radio and television announcing and performance through exams for the course.

COURSE OBJECTIVES: To help the student become a more effective communicator through the broadcast medium by providing the student opportunities to experience different reading/speaking situations involved in broadcasting. Students will:

--Become familiar with different requirements in vocal delivery styles for various copy material such as commercials, news, interviews, feature material, formal announcing, announcing music, reading human interest/feature copy, and ad-libbing.

--Become familiar with copy interpretation, phraseology, diction, pronunciation, pacing, and reading conversationally.

--Gain considerable practical experience in reading broadcast copy for on-air performance.
COURSE REQUIREMENTS:

TEACHING MODE: Lecture/discussion/record, play-back and evaluate performances.

The course will include an extensive number of daily evaluated copy - reading exercises in all categories of study. Mid-term and final examinations will include written and practical exercises with greatest emphasis to be placed on the practical demonstrations. Scores from examinations and exercises will be averaged at semester's end for the course grade. Each student is expected to demonstrate a significant improvement in their broadcast performance by the end of the semester.

ATTENDANCE POLICY: You are expected to attend every class section. Missing class means you miss assignments/exercises and that will dramatically affect your grade. Exercises cannot be made up unless in case of emergency. Absences must be justified by a written medical or university excuse.

GRADING: Your grade will be determined by your improvement, creative approach to assignments, class participation, performance ability, examination scores, and daily grades.

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\begin{align*}
90 - 100 & = A \\
80 - 89 & = B \\
70 - 79 & = C \\
65 - 69 & = D \\
\text{Below } 65 & = F
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PLAYBACKS AND EVALUATIONS: Most evaluation sessions will include comments from the performer, class members, and the instructor. Comments are always to be constructive. No deliberately demeaning comments are to be made in this class. Professionalism is an important aspect of class participation, and will, therefore, be included in the overall grade.
STUDENTS WITH DISABILITIES (6.1): To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

ACADEMIC INTEGRITY (4.1): Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

DEFINITION OF ACADEMIC DISHONESTY:
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Food and Beverages in Academic Areas: Consumption of food or beverages is prohibited in all indoor classrooms and laboratories.
ACCEPTABLE STUDENT BEHAVIOR:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

The use of cell phones for any reason in class will not be tolerated.
TENTATIVE SCHEDULE: Let me stress...this is a tentative schedule and the instructor may at anytime readjust the schedule according to the pace of the class.

01/16 Introduction/Announcing Exercise Chapter 1
01/21-01/23 Announcing Exercise/Interviews Chapter 8
01/28-01/30 Interviews Chapter 8
02/04-02/06 Performance/Commercials Chapter 2,5,7
02/11-02/13 Commercials & PSA's Chapter 7
02/18-02/20 Ad-libbing Chapter 2
02/25-02/27 Voice & Diction Chapter 3,4
03/03-03/05 Radio News Chapter 9
03/17-03/19 Exam
03/24-03/26 Music & Sports Announcing Chapters 11,12
03/31-04/02 Television Performance Chapter 6
04/07 Television News Chapter 10
04/14-04/16 Television News
04/21-04/23 Television Performance
04/28-04/30 TV Performance/Announcing Careers Chapter 13

FINAL EXAM: Tuesday, May 5, 2020 10:45am-1:15pm