

**CENTRAL TEXAS COLLEGE  
SYLLABUS FOR COMM 2331  
RADIO TELEVISION ANNOUNCING**

**Semester Credit Hours: 3**

**INSTRUCTOR**

**I. INTRODUCTION**

This course covers the duties and responsibilities of the announcer, including, but not limited to, operations of technical production equipment, interpreting commercial copy, newscasting, interviewing and vocal development. Special emphasis will be given to voice, diction, and pronunciation. Practical experience will be offered through the use of a television or radio station.

**II. LEARNING OUTCOMES**

Upon successful completion of this course, Radio/Television Announcing, the student will be able to:

- A. Demonstrate a working knowledge of the function of the announcer.
- B. Discuss the communication process and principles of communication relating to the duties of the announcer.
- C. Exhibit knowledge of the basic technical skills required of announcers.
- D. Critique personal announcing skills through comparison with practicing professional announcers.
- E. Exhibit the professional announcing skills of voice quality, diction, articulation, and pronunciation.
- F. Apply the normal duties of professional announcers in the areas of news, music, commercials, interviews, and sports announcing.

### **III. INSTRUCTIONAL MATERIAL**

The instructional materials identified for this course are viewable through [www.ctcd.edu/books](http://www.ctcd.edu/books)

### **IV. COURSE REQUIREMENTS**

- A. The basic requirements for successful completion of COMM 2331 will be a demonstration of the ability and knowledge required of the professional announcer.
- B. A progressive improvement in the student's announcing abilities will constitute satisfactory performance criteria. A professional attitude toward class performance is mandatory. Excessive absences will not be tolerated.
- C. Attendance policies are described in the Central Texas College catalogue. Excessive absences will result in loss of credit for the class. Part of your grade will be determined by attendance and participation in class. You are expected to arrive on time, contribute to classroom discussion and not leave class early.
- D. Assignments: The instructor will provide weekly laboratory assignments and due dates. Reading assignments are to be completed prior to the class period during which the material will be discussed. These assignments will be the topic of lecture material presented by the instructor during the appropriate class session.
- E. No class or laboratory assignment may involve the production of illegal, obscene or indecorous materials, or behavior which is commonly considered to be illegal, obscene, or indecorous behavior.

### **V. EXAMINATIONS**

- A. Three examinations will be given.
- B. All examinations will be objective: multiple choice, true/false, matching, fill in the blanks, or short answer.
- E. Exam dates will be announced by the instructor.
- F. The instructor will review material covered on each exam during the class meeting prior to the scheduled exam date.
- G. If a student is absent during a scheduled examination, a make-up examination will be given provided the student provides documentation which warrants an excused absence. Unexcused absences will not be entitled to a make-up examination.

## VI. SEMESTER GRADE COMPUTATIONS

- A. The student's grade for this course is derived from the total points awarded on examinations and assignments. The point value for each examination and assignment is listed below:

<u>Lecture</u>		<u>Point to Grade Ratio</u>
3 Weeks Exam	100 pts.	500-449 = A
Mid-Term	150 pts.	449-400= B
Final Exam	200 pts.	399-350= C
Assignments	50 <u>pts.</u>	349-300 = D
		299- 0 = F
TOTAL	500pts	

## VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

- A. Withdrawal From Course: It is the student's responsibility to officially withdraw from a course if circumstances prevent attendance. Any student who desires to, or must, withdraw from a course after the first scheduled class meeting must file a CTC Application for Withdrawal (CTC form 59) at the Records Office. The withdrawal form must be signed by the student

CTC form 59 will be accepted at any time prior to Friday of the 12<sup>th</sup> week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

10-week session	Friday of the 8 <sup>th</sup> week
8-week session	Friday of the 6 <sup>th</sup> week
5-week session	Friday of the 4 <sup>th</sup> week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of "W" provided the student's attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.

- B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC form 59 for submission to the registrar.

- C. An Incomplete Grade: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete all the requirements for a course.....” Prior approval from the instructor is required before the grade of “I” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course. Notice of absence with supporting documentation may be required by the instructors in advance of absence whenever possible. The instructor makes the final decision concerning the granting of the Incomplete Grade.
- D. Student Waiver of Liability and Indemnity: In consideration and as a condition of acceptance of myself as a student in this course, myself and anyone claiming under me, hereby understand and agree that the Central Texas College District and all of their service agents or operating units shall be absolved from all liability for any loss, damage, or personal injury occasioned to me as a result of or arising out of my participation in the required class activities for this course. However, so ever such loss, damage, or injury may be caused and whether foreseeable or otherwise, I hereby agree to indemnify and hold harmless the service agents, employees and operating units from all liability, claims or demands for any loss, damage, injury, or cost they may incur due to my said participation.
- E. Cellular Phones and Beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.
- F. American’s With Disabilities Act (ADA): Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
- G. Instructor Discretion: The instructor reserves the right of final decision in course requirements.
- H. Civility: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.
- I. Immutability of Assignments: Unless exempted by the instructor, students are responsible for completion of all assignments. In cases where students fail to complete assignments in a timely manner, credit will be progressively deducted until the

assignment is complete. Even if the student loses all credit for an assignment, the assignment must still be completed and submitted, or the student will receive an "F" in the course.

## VIII. COURSE OUTLINE

### A. Unit One: Class Orientation

1. Learning Outcomes: Upon successful completion of this unit the student will be able to:
  - a. List requirements of the course.
  - b. List announcing assignments.
  - c. List course grading procedures.
2. Learning Activities
  - a. Course syllabus
3. Lesson Outline:
  - a. Requirements of course
  - b. Announcing Assignments
  - c. Grading Procedures

### B. Unit Two: The Field of Broadcast Announcing:

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
  - a. State in your own words the job of an announcer.
  - b. Describe the education and training necessary to become an announcer.
  - c. Identify expectations and responsibilities of the announcer.
2. Learning Activities:
  - a. Classroom lecture/discussion
  - b. Demonstration
  - c. Read chapter 1
3. Lesson Outline:
  - a. Employment as an Announcer
  - b. Education and Training
  - c. The Announcer's Responsibility

### C. Unit Three: Developing Announcing Skills

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:

- a. Explain the importance of voice improvement.
- b. Analyze their own and other's speech.
- c. Develop pitch, volume, tempo, vitality and energy.
- d. Identify the aspects of voice quality.
- e. Choose and create breathing exercises.
- f. Demonstrate common voice problems.
- g. Compare variations in speech.
- h. Explain what is meant by variations in speech.
- i. Identify and correct mispronunciation.
- j. Pronunciate while identifying vowels, diphthongs and consonant sounds.
- k. Classify microphones, pickup patterns and the link between the announcer and the listener.
- l. Demonstrate articulation problems and solutions.

2. Learning Activities:

- a. Classroom lecture/discussion
- b. Demonstration
- c. Read chapter 4

3. Lesson Outline:

- a. The Importance of Voice Improvement
- b. Analyzing Your Speech
- c. Pitch, Volume, Tempo, Vitality, Energy
- d. Voice Quality
- e. Breathing
- f. Common Voice Problems
- g. Variations in Speech
- h. Causes of Mispronunciation
- i. Pronunciation
- j. Phonetic Transcription/Microphones
- k. Articulation Problems

D. Unit 4: Communication Skills

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:

- a. State in your own words what is meant by Effective Communication.
- b. Interpret copy by identifying general meaning, specific purpose, general mood, changes in mood and parts and structure.
- c. Analyze punctuation, mark up copy and verify meaning.
- d. Read aloud proficiently.
- e. Convey interest and "talk" to the listener.
- f. Identify ways to gain background information.
- g. Demonstrate ad-lib announcing skills.

2. Learning Activities:

- a. Classroom lecture/discussion
- b. Demonstration
- c. Read chapter 5

3. Lesson Outline:

- a. Principles of Effective Communication
- b. Interpreting Copy
- c. Analyzing Punctuation, Marking Copy and Verifying Meaning and Pronunciation.
- d. Reading Aloud
- e. Conveying Interest and Talking to the Listener
- f. Getting Background
- g. Ad-Lib Announcing

E. Unit 5: Technical Side of Announcing:

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:

- a. List and describe equipment used by radio announcers and discuss the operational theory of the equipment.
- b. Describe the components of the camera which are of importance to the announcer.
- c. List and summarize the duties of each member of the television production team.
- d. Compare and contrast announcing situations that occur in the studio vs. field situations.
- e. recognize common cues and hand signals used in television.
- f. Summarize in your own words dress, grooming and appearance for the television announcer.

2. Learning Activities:

- a. Classroom lecture
- b. Read Chapters 2 & 3

3. Lesson Outline:

- a. Radio equipment
  1. Consoles
  2. Microphones
  3. Audio Storage Systems
- b. Television equipment
  1. In Studio
  2. Field

3. Sets and Lighting
4. The television production team
5. Talent communication
6. Dress for on-camera announcing situations

F. Unit 6: Air Personality

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
  - a. Identify the changes and evolution of the music radio station.
  - b. Explain the realities of Music Radio and Station Practices.
  - c. Give examples showing the importance of showprep.
  - d. Categorize and describe station formats including target audiences.
2. Learning Activities:
  - a. Classroom lecture/discussion
  - b. Demonstration
  - c. Read chapter 9
3. Lesson Outline:
  - a. Music Radio Stations
  - b. Realities of Music Radio Today/Station Practices
  - c. Showprep
  - d. Popular-Music Station Formats

G. Unit 7: Radio Sports and News:

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
  - a. Research, prepare and present news copy.
  - b. Explain the responsibilities of the Radio Field Reporter.
  - c. Define the philosophies of radio and television journalism.
  - d. Prepare Feature Reports/Minidocs; demonstrating research, outline and interviews.
  - e. Describe the sports announcer's duties including interviewing athletes.
  - f. Demonstrate effective play-by-play techniques and describe how to prepare.
2. Learning Activities:
  - a. Classroom lecture/discussion
  - b. Demonstration

c. Read chapters 8 &10

3. Lesson Outline:

- a. Anchoring Radio News
- b. The Radio Field Reporter
- c. Philosophies of Radio and Television Journalism
- d. Preparing Featured Reports
- e. Sports Reporting
- f. Play-by-Play Announcing

H. Unit 8: Interviews:

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
  - a. Explain the background and evolution of Talk and Interview shows.
  - b. Demonstrate a successful and effective interview, avoiding Abstraction and Bias.
  - c. Perform as a Radio Talk-Show announcer and host.
  - d. Perform as a Television Talk Show announcer and host.
  - e. Identify legal and ethical responsibilities.

2. Learning Activities:

- a. Classroom lecture/discussion
- b. Demonstration
- c. Read chapter 7

3. Lesson Outline:

- a. Talk and Interview Shows Today
- b. Effective Interviewing
- c. Radio Talk-Show Hosts
- d. Television Talk Programs
- e. Legal and Ethical Concerns

I. Unit 9: Television News:

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
  - a. State the requirements for news reporters and anchors.
  - b. Describe reporter responsibilities including preparing a package, special assignments, and reporting live from the field.
  - c. Identify working conditions and responsibilities of the News Anchor, including the use of a teleprompter.
  - d. Describe the history and evolution of weather reporting.

2. Learning Activities:
  - a. Classroom lecture/discussion
  - b. Demonstration
  - c. Read chapter 8
  
3. Lesson Outline:
  - a. Requirements for News Reporters and Anchors
  - b. Reporter Responsibilities
  - c. The News Anchor
  - d. Weather Reporting

J. Unit 10: Commercials/Narration

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
  - a. Understand in-house production of radio spots.
  - b. Effectively analyze and mark commercial copy.
  - c. Record a commercial in the studio.
  - d. Produce and record a PSA.
  - e. Produce and record a television commercial.
  
2. Learning Activities:
  - a. Classroom lecture/discussion
  - b. Demonstration
  - c. Read chapter 6
  
3. Lesson Outline:
  - a. In-House Production of Radio Spots
  - b. Analyzing and Marketing
  - c. Recording a Commercial in a Studio
  - d. Public-Service Announcements
  - e. Television Commercials

K. Unit 11: Starting Your Career

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
  - a. Describe preparation procedures for a career in announcing.
  - b. Prepare a resume.
  - c. Prepare for and take part in a mock job interview.
  
2. Learning Activities:
  - a. Classroom lecture/discussion
  - b. Demonstration

c. Read chapter 13

3. Lesson Outline:

- a. Preparing for your career
- b. Job-Hunting Tools/Resume
- c. Applying for a Position/Interviewing

**RADIO TELEVISION ANNOUNCING**

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**Semester/Year**

**STUDENT STATEMENT**

I, \_\_\_\_\_, hereby certify the Instructor has  
(Please Print)  
fully explained the requirements and objectives of this course. I understand my  
responsibilities regarding class attendance and assignments.

\_\_\_\_\_  
(Student Signature)