

DEREE COLLEGE SYLLABUS FOR: CN 3316 Broadcast Journalism and Public Relations									
(Previously CN 3416 Radio News Writing)									
US CREDITS: 3/0/3 UK LEVEL: 5 UK CREDITS: 15									
(Updated: Fall 2020)									
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics CN 2202 Writing for Mass Communication								
CATALOG DESCRIPTION:	The differences between print and broadcast radio and television in terms of audience expectations and receptivity. Writing for the voice and the ear. Preparing, writing and delivering news copy and field reports. Taping interviews. Shooting video. Adapting the voice to broadcast.								
RATIONALE:	This course trains students to write radio and television broadcast stories quickly and briefly. It also teaches them to develop longer story ideas: to research, write, and voice engaging, well-structured, balanced and accurate reports. It is useful for students who want a career in journalism or public relations, where the ability to produce audiovisual stories is important.								
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Write stories in which they report information clearly, briefly and precisely in a writing style appropriate to radio and television newscasts. 2. Identify editorial comments when compiling news from prepared sources, and understand the need to cross-check sources for accuracy and reliability. 3. Identify interesting stories, conduct elementary field investigations and other research, and produce stories written for the voice and ear. 4. Apply their voice to engage audiences and contribute to the effective communication of stories. 5. Conduct recorded interviews from which clear, meaningful actualities can be extracted for inclusion in stories. 6. Employ story structures and language devices appropriate to broadcast storytelling. 								
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used:								
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>First assessment: Midterm exam (1 hour - editing or writing exercises)</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Second assessment: Audio field report (2.5-4 minutes)</td> <td style="text-align: center;">50</td> </tr> <tr> <td>Third assessment: video report (25-30 seconds)</td> <td style="text-align: center;">30</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Writing and voice exercises, online news reports, or podcasts</td> <td style="text-align: center;">0</td> </tr> </table> <p>Formative assessment is designed to test students' comprehension of basic principles and their ability to apply them.</p> <p>The first assessment (midterm exam) tests Learning Outcomes 1 and 2.</p> <p>The second summative assessment (audio field report) tests Learning Outcomes 3, 4, 5 and 6.</p>	First assessment: Midterm exam (1 hour - editing or writing exercises)	20	Second assessment: Audio field report (2.5-4 minutes)	50	Third assessment: video report (25-30 seconds)	30	Writing and voice exercises, online news reports, or podcasts	0
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	<p>The third summative assessment (video report) tests Learning Outcomes 4 and 6.</p> <p>Students are required to resit failed assessments in this module.</p>
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Kern, Jonathan. <i>Sound Reporting: The NPR Guide to Audio Journalism and Production</i>, The University of Chicago Press, 2008.</p> <p>RECOMMENDED READING:</p> <p>Tu, Duy Linh. <i>Feature and Narrative Storytelling for Multimedia Journalists</i>, Focal Press, 2015.</p> <p>Block, Mervin. <i>Writing Broadcast News - Shorter, Sharper, Stronger</i>, 3rd edition, CQ Press, 2011.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL:</p> <p>Assigned audio and audiovisual news and PR reports</p> <p>RECOMMENDED MATERIAL:</p>
COMMUNICATION REQUIREMENTS:	<p>All assignments using proper English</p> <p>Audio recording device</p> <p>Video recording device</p>
SOFTWARE REQUIREMENTS:	<p>Microsoft Word</p> <p>Audio and video editing software</p>
WWW RESOURCES:	<p>www.newscript.com(writing for radio news portal)</p> <p>www.advancingthestory.com (multimedia storytelling)</p> <p>www.beonair.com (broadcast tips and career advice)</p> <p>www.bbc.co.uk</p> <p>www.skai.gr</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Distinct Features of Radio <ol style="list-style-type: none"> 1.1 Intimacy and the distracted audience 1.2 Voice and sound 1.3 Seeing through hearing 2. Writing for the Voice <ol style="list-style-type: none"> 2.1 Brevity, economy, and precision 2.2 Logical flow and linear writing 2.3 Syntax and word choice; conversational language 2.4 Developing a broadcast voice 3. News Summaries – Writing from Wires <ol style="list-style-type: none"> 3.1 News values 3.2 Compressing stories 3.3 Using statistics 3.4 Newscast: short bulletins 3.5 Newscast: extended bulletins 4. Production Techniques: Actualities <ol style="list-style-type: none"> 4.1 Differences between interviewing for print and broadcast 4.1 Interviewing techniques: getting good actualities 4.2 Recording an interview

	<ul style="list-style-type: none">4.3 Looking for and using actualities4.4 Preparing a wrap5. Production Techniques: Voicers and Wraps<ul style="list-style-type: none">5.1 Writing and delivering the voicer5.2 Writing and delivering the anchor-read newscast6. Field Reports<ul style="list-style-type: none">6.1 Spotting stories6.2 Basic investigation and confirming facts6.3 Right of reply6.4. Description6.5. Natural sound7. Writing and Producing a Story Package<ul style="list-style-type: none">7.1 Planning, investigation, academic research7.2 Writing7.3 Production8. Telling the Visual Story for News and Public Relations<ul style="list-style-type: none">8.1 Shooting the story8.2 Organizing and telling the story through visuals8.3 Writing the visual story script
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