Title: Advanced Radio

Abbreviation and Number: JRNP300

School: Communication and Creative Arts
Department: Journalism and Communication

Credits: 3
Course Sequence: (X) Fall  ( ) Spring  ( ) Fall and Spring

Hours Per Week:  ( ) Lecture  (2) Seminar  (2) Laboratory  ( ) Studio  ( ) Kitchen  ( ) Other (Specify)

Pre-requisite(s): JRNP200 or permission of Chair/Instructor
Co-requisite(s): None

COURSE DESCRIPTION
Students apply journalistic skills to the development of radio projects that involve generating story ideas; assigning stories; writing; editing; lining up and performing newscasts; hosting talk shows; and producing documentaries and social dramas.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) Develop radio projects that inform, entertain and/or educate;
2) Produce radio newscasts, talk shows, documentaries and dramas;
3) Use social media platforms to interact with different radio audiences;
4) Use digital tools to measure the impact of projects; and
5) Apply production techniques to create radio programmes that encourage listening literacy.

COURSE CONTENT
I. Journalistic Formats for Project Development
   A. Creative content for radio
   B. Finding and developing talent
   C. Performance and formatics
   D. Talk shows
   E. Integration of news and talk
   F. The interview for radio
   G. News for radio
   H. News anchoring
   I. Documentaries
   J. Integration of demographics
   K. Qualitative and quantitative research

II. Treatment and Construction of Projects
   A. Levels of communication
   B. Modern theories of communication
   C. Communication and steps to understand behaviour
   D. Radio and social development
   E. Encouragement of listening literacy
   F. Characteristics of serial dramas
   G. Character development
   H. Scene development
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I. Interactive dramas
J. Educational radio
K. Pilot programmes

III. Integration, Unity and Delivery of Content
A. Techniques to evaluate content
B. Use of digital media and the Web
C. Delivery of digital content
D. Creation and design of blogs
E. Production, design and maintenance of sound files
F. Streaming tools and Internet radio

IV. Measuring Project Impact
A. Feedback
B. Interpretation
C. Digital surveys
D. Other

ASSESSMENT
Assignments........................................... 20%
Radio project assignments......................... 40%
Research paper ........................................ 20%
Digital radio projects portfolio................. 20%
Total.....................................................100%

REQUIRED TEXTS

SUPPLEMENTARY READINGS/MATERIALS

WEBSITES
www.aip.completeplanet.com
www.askallo.com
www.audiopal.com
bighugelabs.com
www.blogger.com
www.geniusfind.com
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www.go2web20.net
www.infomine.com
www.libraryresearch.com
www.mediacollege.com/audio
www.mixbook.com
www.myebook.com
www.mypodcast.com
www.onetruemedia.com
www.podbean.com
www.scirus.com
www.sissurvey.net
soundcloud.com
www.soundation.com
www.surveymonkey.com
www.vorbeo.com
www.vuvox.com
www.weebly.com
www.wordpress.com
www.zamzar.com