

**DEPARTMENT OF MASS MEDIA**

**COURSE NO. MC 323**

**COURSE TITLE: Sound for Media**

**NEW 2011**

I. Catalog Description

Principles of news, information and entertainment program production for broadcast, satellite and Internet distribution. Lab/production work required. (3)

II. Prerequisite

Completion of 30 credit hours, including a "C" or higher in MC 320.

III. Objectives

The Department of Mass Media at Southeast Missouri State University holds accreditation in mass communication from the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). We embrace the values and competencies of ACEJMC.

The five key values are (1) freedom of speech and press; (2) history of communications; (3) diversity in a global society; (4) application of theories in communications; and (5) legal and ethical issues in pursuit of truth, accuracy, fairness and diversity.

The six key competencies are (1) critical, creative and independent thinking; (2) correct and clear writing; (3) appropriate use of research and evaluation; (4) application of basic numerical and statistical concepts; (5) appropriate application of tools and technologies for the communications professions; and (6) critical evaluation of work for accuracy, fairness and clarity.

The course content underscores the key values (1) freedom of speech and press; (2) history of communications; and (5) legal and ethical issues in pursuit of truth, accuracy, fairness and diversity. Key competencies addressed in the course include (1) critical, creative and independent thinking and (2) correct and clear writing. Specific emphasis is directed to (5) appropriate application of tools and technologies for the communications professions and (6) critical evaluation of work for accuracy, fairness and clarity.

- A. To integrate principles of writing for the ear into the techniques for creating and disseminating aural program content;
- B. To present an overview of radio broadcast, satellite and Internet delivery systems;
- C. To survey radio, satellite and Internet broadcasting major mass-media industries competing for advertising revenue and audience attention;
- D. To describe the professional roles in broadcasting and to discuss their potential as career options;

- E. To delineate the ethical responsibilities of content providers in serving the needs of diverse audience constituencies;
- F. To cultivate aural performance and content-production skills.

#### IV. Expectation of Students

- A. To attend all class sessions
- B. To study text assignments and auxiliary hand-out materials
- C. To participate in classroom discussions
- D. To conduct out-of-class listening assignments
- E. To perform assignments at KDMC, the radio station/website laboratory, on an individual basis

#### V. Course Content

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|----|--|---------|
| A. | Introduction to the course                                   | 1 week  |
|    | 1. Acquaintance with the textbook and facilities             |         |
|    | 2. The vocabularies of radio broadcasting and Internet audio |         |
| B. | Analog and digital distribution systems                      | 1 week  |
|    | 1. Electronic spectrum allocations                           |         |
|    | 2. Marketplace forces and adaptation to change               |         |
| C. | Live content-production techniques                           | 2 weeks |
|    | 1. Broadcast control room equipment                          |         |
|    | 2. Program-execution software                                |         |
| D. | Recorded content-production techniques                       | 2 weeks |
|    | 1. Production studio equipment                               |         |
|    | 2. Multitrack audio production software                      |         |
| E. | Writing for the Ear  | 3 weeks |
|    | 1. News  |         |
|    | 2. Advertising and public service messages                   |         |

3. Internal Promotion
- F. Methods of Content Distribution 1 week
1. Broadcasting
  2. Webstreaming
  3. Podcasting
- G. Industry regulation 1 week
1. The Federal Communications Commission
  2. Other governmental regulators
  3. Intellectual property rights
  4. The local station and the community
- H. Ethical principles 1 week
1. News and public-affairs coverage
  2. Viewpoint diversity
  3. Entertainment programming
- I. Economic concerns 1 week
1. Business practices
  2. Advertising-rate establishment and sale of advertising time
- J. Audience measurement 1 week
1. Ratings concepts
  2. Methodologies of measurement
  3. Arbitron ratings reports
- K. The industries in perspective 1 week
1. Update on career outlooks
  2. Station and non-station career possibilities
  3. Conceptual summary and review
- VI. Textbook and Other Required Materials
- A. Textbook: Donald Connelly, Digital Radio Production. Waveland Press, 2005.
- B. Auxiliary Materials and Equipment:

1. KDMC Operator Handbook (instructor website)
2. Blank CD-R media
3. Removable storage media

VIII. Basis for Student Evaluation:

Class Participation (discussion & activities) (10 points x 10 = 100 points)	10%
Writing/production assignments (50 points x 4 = 200 points)	20%
Midterm Examination (200 points)	20%
Midterm Performance Evaluation (100 points)	10%
Final Examination (200 points)	20%
Final Performance Evaluation (200 points)	20%

Total Points Available = 1,000

Grading Scale

A = 90% - 100%	of available points
B = 80% - 89%	"
C = 70% - 79%	"
D = 60% - 69%	"
F = 0% - 59%	"