

COM 122 - BROADCASTING PRACTICUM II

- Adapt audience awareness skills learned working in the radio station to other aspects of their professional, civic, and personal interactions.

Course Description

This course continues practical experience in underwriting, announcing, script writing, "on-air" studio operations and management. Internships with local radio stations may be arranged. Group 2 course.

Credit Hours

2

Contact Hours

2

Lecture Hours

2

Lab Hours

1

Recommended Prerequisites or Skills Competencies

College-level reading and writing skills

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Identify basic radio station equipment.
- Explain the operation of basic radio station equipment.
- Label the various income streams involved in financing a radio station.

Application:

- Demonstrate competence in the operation of basic radio equipment.
- Demonstrate competence in analyzing problems with basic radio station equipment.
- Practice the various dimensions of voice involved in broadcast speaking and how to best adapt their voice to mediated communication.
- Maintain station logs in compliance with FCC rules.

Integration:

- Generate connections between WNMC programming and the station's various audiences.
- Incorporate specialized dimensions of writing for a unique radio audience.

Human Dimension:

- Come to see themselves as representatives of WNMC as they interact with underwriters in the financing of the station.

Caring - Civic Learning:

- Care more deeply about the dynamic relationship between the radio station and the audience with whom the station connects.

Learning How to Learn: