

COM 121 - BROADCASTING PRACTICUM I

Learning How to Learn:

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

Course Description

Practical experience in underwriting, announcing, script writing, "on-air" studio operations and the management of the non-profit college radio station are all part of this course. 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.