



Course Outline

Catalog Information:

DMEDIA 31

Media Performance

3.000 Units

This course focuses on individual speech improvement through the study and practice of voice control and manipulation, proper breathing, and diction. Students practice improving articulation, pronunciation, interpretation, vocal quality, and communicative abilities while working to create a digital media portfolio. (HBCU, CSU)

Requisites:**Lecture Hours Per Week:**

Min Hours: 1.000 Max Hours: 1.000

Lecture Hours Per Semester:

Min Hours: 16.000 Max Hours: 18.000

Lab Hours Per Week:

Min Hours: 6.000 Max Hours: 6.000

Lab Hours Per Semester:

Min Hours: 96.000 Max Hours: 108.000

Outside-of-Class Hours Per Semester:

Min Hours: 32.000 Max Hours: 36.000

Total Student Learning Hours Per Semester:

Min Hours: 144.000 Max Hours: 162.000

Course Repeatability: No**Course Objectives:**

Upon successful completion of this course, the student will be able to:

1. Demonstrate the correct use of the voice in the interpretation of copy for public service announcements, commercials, and news.
2. Demonstrate the correct use of basic audio and video production tools.
3. Demonstrate basic television on-camera and voice-over performance techniques.
4. Analyze and submit written critiques of various forms of performance styles.
5. Analyze and re-write news copy for improved performance.
6. Produce a media career website to showcase student's performance and production abilities.
7. Demonstrate exercises for improving articulation, pronunciation, interpretation.

8. Demonstrate an understanding of the importance of networking in professional media organizations
9. Demonstrate the ability to slate and audition for casting opportunities.
10. Identify and apply industry-specific employability skills.

Course Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Demonstrate command of the subject, organization of thoughts, and other essential interpersonal communication skills.
2. Demonstrate different styles and types of radio and television announcing.

Outline of Topics:

1. Overview of the Discipline
 1. Federal regulations
 2. Licensee responsibilities
 3. Operator responsibilities
 4. The station "team"
2. Announcing Skills
 1. Voice and diction
 2. Reading
 3. References and resources
 4. Getting and keeping a media job
3. Technical Skills
 1. Review of audio chain
 2. Production work
 3. Troubleshooting
 4. On-air personality
4. Writing for the Ear
 1. News leads
 2. Commercial appeals
 3. Effective promotional materials
5. Specialty Announcing
 1. Music
 2. Sports
 3. Interviews
 4. Documentaries
 5. News
6. Management Skills
 1. Scheduling
 2. Format characteristics
 3. Ratings
 4. Account management and other business practices

Sample Assignments:**Reading:**

The student will read information about articulation, diaphragmatic breathing, enunciation vocal control and techniques to improve on-air and broadcast performances.

Writing:

Students will write a two-page response to ethical dilemmas faced by broadcast performers to demonstrate an understanding of ethical issues and the implications for personal responsibility.

Out-of-Class:

Students will create a media career website to showcase their performance skills.

Methods of Instruction:

Methods of instruction may include, but are not limited to, the following: (from methods of instruction data page).

- Lab
- Lecture

Methods of Evaluation:

A student's grade will be based on a required final examination and multiple measures of performance including critical thinking. These methods may include, but are not limited to the following:

Other Method of Evaluation

This is a lecture and laboratory class with emphasis on the skills exhibited in executing assigned projects. The projects will be evaluated on creativity and technical skill. Along with the assigned projects, the student will be evaluated with a midterm, group critiques, individual meetings, and class participation.

Textbooks:

1. Alan R. Stephenson, David E. Reese, Mary E. Beadle. *Broadcast Announcing Worktext* 5th or current edition. Focal Press. 2021

Manuals: None

Periodicals: None

Other Instructional Materials:

Comparable Courses:

1. **CSU**
San Francisco State University
Media Performance I
BECA 350
2. **Community College Course**
Los Rios Community College
Voice and Diction for Broadcasting
RTVF 315

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