

RADIO, TELEVISION AND BROADCAST NEWS RADIO MAJOR

RTBN PROGRAM OUTLINE & COURSE DESCRIPTIONS

FALL		Course Code	Course Name	Credits
SEMESTER 1		AUDI-203	Introduction to Radio	3.0
		COMP-267	MS Office and Web Design Basics	1.5
		JOUR-206	Writing Fundamentals for Media	3.0
		LDSH-239	Leadership in Broadcasting	1.5
		PRDT-217	Audio Video Production	3.0
		PRES-209	Speech and Presentation	3.0
				Semester 1 Total

WINTER		Course Code	Course Name	Credits
SEMESTER 2		ADVR-254	Radio Advertising I	1.5
		AUDI-251	Radio Operations I	6.0
		AUDI-252	Radio Production I	3.0
		COMP-269	Social Media in Broadcasting	1.5
		JOUR-262	Radio Broadcast News I	1.5
		PRES-225	Stage Production II	3.0
		SCPT-250	Radio Scriptwriting I	1.5
			Semester 2 Total	18.0

Total Credits for 1st Year: 33.0

FALL		Course Code	Course Name	Credits
SEMESTER 3		ADVR-304	Radio Advertising II	3.0
		AUDI-322	Radio Production II	3.0
		AUDI-324	Radio Operations II	3.0
		JOUR-312	Radio Broadcast News II	1.5
		PRES-322	Radio Announcing I	3.0
		SCPT-300	Radio Scriptwriting II	1.5
				Semester 3 Total

WINTER		Course Code	Course Name	Credits
SEMESTER 4		ADVR-354	Radio Advertising III	1.5
		AUDI-372	Radio Production III	1.5
		AUDI-374	Radio Operations III	3.0
		JOUR-362	Radio Broadcast News III	1.5
		PRAC-397	Radio Practicum	1.5
		PRES-342	Radio Announcing II	3.0
		SCPT-350	Radio Scriptwriting III	1.5
			Semester 4 Total	13.5

Total Credits for 2nd Year: 28.5

Program Total: 61.5

2017/18

Progression: Students must attain a PGPA and/or a CGPA of 2.0 or better in each semester and pass the necessary prerequisite courses to progress through the program. To qualify for graduation, students must pass all courses, attain a CGPA of 2.0 or better and complete course requirements within the prescribed timelines.

The information on this document is meant to be used for general information purposes only and may be subject to change at any time.

This is an unofficial overview. In the event of conflict between this document and the Academic Calendar, the Academic Calendar shall prevail

Please see other side for more information



RADIO, TELEVISION AND BROADCAST NEWS

RADIO MAJOR

SEMESTER 1 (15 weeks)

AUDI 203: Introduction to Radio - This course is designed to introduce students to the radio industry. Through lecture, class discussion, research assignments, guest speakers, and so on, students will gain an understanding of the key elements of the business of radio. Specific topics include the organizational structure of the radio industry, on-air and programming elements, and radio advertising, marketing and promotion.

COMP 267: MS Office and Web Design Basics - This course is an introduction to computer fundamentals with emphasis on skills training. Theoretical components include Internet technology and terminology. Practical skills include file management, basic skills in word processing, spreadsheet applications, and presentation applications. Web applications and webpage design skills will be developed.

JOUR 206: Writing Fundamentals for Media - The focus of this course is to develop and assess the writing skills essential for the broadcast industry. Topics include scriptwriting fundamentals, grammar, styles, script formats, research, and development of interview questions.

LDSH 239: Leadership in Broadcasting - This course provides emerging and existing leaders the opportunity to explore the concept of leadership and to develop and improve their leadership skills. The participant gains an understanding of leadership, articulates a personal philosophy of leadership, and applies various leadership skills. Involvement is accomplished through assigned readings, discussion, role playing, experiential activity, use of multimedia, journal writing, and extracurricular project and leader shadowing.

PRDT 217: Audio Video Production - Audio Video Production introduces learners to the basic tools and techniques of audio and video production. Learners develop production skills, forming the basis for advanced Radio, Television, and Broadcast News program elements. Through practical experience, learners explore digital audio production, audio/video editing, interview production, camera composition, single camera production techniques, and visual storytelling production and planning.

PRES 209: Speech and Presentation - Creative expression and the concepts of dramatic, mental and physical involvement in performance are key elements to a future broadcasting career. Students study the foundational elements of improvisation, movement, dramatic interpretation, voice production, articulation, enunciation and public speaking.

SEMESTER 2 (15 weeks)

ADVR 254: Radio Advertising I - This course introduces the learner to the fundamentals of radio advertising. Learners work independently on writing projects in conjunction with course work from AUDI 252, Radio Production I. Instruction is provided through individual tutorial sessions.

AUDI 251: Radio Operations I - This course provides learners with an understanding of radio station operations. Learners are instructed on and given assignments in program log creation, remote broadcasting, commercial production and on-air operations.

AUDI 252: Radio Production I - This course provides audio equipment operations instruction designed specifically for Radio learners. Assignments are given on audio console operations, production techniques, audio patch bay theory and operations, field recording and newsroom equipment.

COMP 269: Social Media in Broadcasting - This course introduces the learner to the fundamentals of Social Media as it is used in the electronic media. Learners work on and through a variety of social media projects that include, but are not limited to, Facebook, Twitter, YouTube, and Web 2.0, with a focus on their proper use in broadcast settings. Instruction is provided through individual and group projects, lectures, tutorials, and hands-on application.

JOUR 262: Radio Broadcast News I - This course provides learners with the skills required for understanding the basic structure and content of radio news and sportscasts. Preparing, rewriting copy and deciding the lineup of a newscast is the main focus of this course. Emphasis is placed on the need for a clear, concise and literate writing style.

PRES 225: Stage Production II - The course covers the preparation and presentation of a dramatized stage script and expands learner appreciation of dramatic text. Learners are involved in onstage and backstage positions.

SCPT 250: Radio Scriptwriting I - This course focuses on scriptwriting fundamentals, from drama to documentary. The scripts written will be used in radio.

SEMESTER 3 (15 weeks)

ADVR 304: Radio Advertising II - This course concentrates on client services and station profile enhancement. Learners participate as Account Executives (sales) and Creative Consultants (writers) servicing the client base of the SAIT Campus Radio station. In addition, learners create simple station promotions.

AUDI 322: Radio Production II - This course provides advanced commercial, public service announcement, program and feature production instruction. Learners are also introduced to the theory and application of external production devices.

AUDI 324: Radio Operations II - Learners participate in all areas of station operation including using our computerized traffic system and computer-managed music library. Learners also design and produce a variety of programming material.

JOUR 312: Radio Broadcast News II - Learners prepare and deliver news and sportscasts for radio. These casts are broadcast on the campus radio station. Learners write and execute story ideas and produce a news feature.

PRES 322: Radio Announcing I - This course is designed to aid the learner in developing an individual voicing style suitable for on-air and commercial work. Focus will be placed on dramatic technique, on-air delivery, ad-libbing skills, and commercial voicing.

SCPT 300: Radio Scriptwriting II - This course is structured around seminars and individual consultations in advanced scriptwriting. Learners will research and write scripts that meet creative and technical standards required for radio production.

SEMESTER 4 (15 weeks)

ADVR 354: Radio Advertising III - This course concentrates on pinpointing precise client needs and creating advertising campaigns that best service the clients with an emphasis on the sales-creative team approach to revenue generation. Learners also execute the promotions planned in ADVR 304.

AUDI 372: Radio Production III - This course provides advanced commercial, public service announcement, program and feature production instruction. Learners are also introduced to the theory and application of external production devices.

AUDI 374: Radio Operations III - Learners participate in all areas of station operation including using our computerized traffic system and computer-managed music library. Learners also design and produce a variety of programming material.

JOUR 362: Radio Broadcast News III - JOUR 362 provides further experience in preparing and delivering news, sports and farmcasts for radio. These casts are broadcast on the campus radio station.

PRAC 397: Radio Practicum - PRAC 397 is a four-week, experiential opportunity conducted on-site at a participating radio station. It is designed to provide learners with a sense of what working in the industry is really like. Practicums are completed in one of, or a combination of, writing/advertising, production, or on-air positions.

PRES 342: Radio Announcing II - This course is designed to help the learner achieve a level of presentation suitable for an introductory level job in industry. Focus will be placed on on-air announcing, commercial reading, dramatic reading, and feature reading.

SCPT 350: Radio Scriptwriting III - This course comprises individual consultation in advanced scriptwriting. Scripts developed by learners meet creative and technical standards required for radio production.