

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

JRN 3321 : RADIO PRODUCTION 1.

COURSE SYLLABUS

CREDIT: 4 UNITS

Course Description

The course consolidates the students' knowledge and skills of RADIO production through learning about important aspects of specialised production.

Pre - requisites : JRN 2212

Course Objectives

- By the end of the course students should be able to :
- Effectively be able to operate all RADIO studio equipment in producing programmes
- Display effective RADIO presenting and other production skills on specialise programmes
- Describe audience segmentation strategies as well as edit and direct programmes

Course Content

Week.1&2

Covering Government bodies (and other political groups) science & technology
health economics etc.

Theory and practice (students different kinds of programmes
throughout the course)

Week.3

RADIO audience survey

Rationale

Audience segmentation strategies in surveys

Week.4&1

The RADIO production process

Systems perspective

Other approaches to the study of the production process

Introduction to specialised approaches e.g. commercial production

MID-QUARTER EXAMINATION

Week.6

Radio Directing

The language of Radio directing

The various roles of radio Director

Week.8&9

Editing (Mechanizing) Scripts effectively

Theory and Practice

Week.10

Effective tape editing

The principles of Tape Editing

Effective operation of editing equipment

The ethics of radio/tape editing

Week. 11

FINAL EXAMINATION

Teaching Methodology

Lectures and Laboratory work

Course Texts

Yoakam, R. and Cremer, C. *Television News and the New Technology 2nd Ed.*

New York : Random House, 1989

Berwanger, Dietrich *Low Cost Film and TV Production in Developing Countries*

Friedrich Ebert Foundation, Bonn, 1979

Course Evaluation

Weekly Lab Assignment	30%
Contribution to media house	10%
Two equally weighted Tests	20%
Final Examination	40%

