GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 05/18/2021

GCCCD Governing Board Approval: 06/15/2021

MEDIA COMMUNICATIONS 113 – MEDIA ANNOUNCING

1. Course Number Course Title Semester Units

MCOM 113 Media Announcing 3

Semester Hours

2 hours lecture: 32-36 hours 64-72 outside of class hours 3 hours lab: 48-54 hours

144-162 total hours

2. Course Prerequisites

None

Corequisite

None

Recommended Preparation

None

3. Catalog Description

Preparation and delivery of materials created by the student, or adapted from other works, before the microphone and/or camera. Participation in productions for radio and television.

4. Course Objectives

The student will:

a. Develop potentialities as an on-camera or on-microphone personality.

b. Analyze and amend script-writing options to tailor material to individual style.

c. Acquire the necessary skills to read and perform from scripts prepared by other writers.

d. Formulate techniques of effective on-camera presentation, including posture, dress,and presence.

5. Instructional Facilities

1. Standard classroom
2. Portable audio recorders
3. Video recording equipment and facilities

6. Special Materials Required of Student

8GB or greater storage flash drive

7. Course Content

1. Voice and diction exercises
2. Writing and reading for digital media
3. Style of delivery
4. Pronunciation

8. Method of Instruction

a. Lectures

b. Demonstrations

c. A/V presentations

d. Coaching

9. Methods of Evaluating Student Performance

a. Written examinations.

b. Regular vocal and kinesthetic exercises for breathing, range, diction, and articulation.

c. Presentations and performances for various audiences and situations such as radio, television, professional presentations, voiceovers, commercials, etc.

10. Outside Class Assignments

1. Production of different presentationsfor digitalmedia and live presentations.
2. Vocal and kinesthetic exercises practice.

11. Representative Texts

1. Representative Text(s):

Hausman, C., Benoit, P.G., & Messere, F. (2019). *Announcing for Broadcasting and the Internet: The Modern Guide to Performing in the Electronic Media.* Routledge.

1. Supplementary texts and workbooks:

None

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Identify and compare performance styles of various announcers and examine the physiological elements associated with media announcing.
2. Recall and employ the nomenclature of professional announcing.
3. Analyze, amend, and mark presentation copy in preparation for individual performance.
4. Demonstrate proper announcing fundamentals of breathing, pitch, enunciation, articulation, inflection, emphasis, pace, and volume.