UNIVERSITI TEKNOLOGI MARA

BRO432: RADIO AND TELEVISION PRESENTATION

Course Name (English)	RADIO AND TELEVISION PRESENTATION `APPROVED`
Course Code	BRO432

MQF Credit	3

Course Description	In almost all broadcasting production, narration is vital for a more effective presentation and to capture the audience. On-air broadcaster is a communicator, a catalyst for a message. Whether the message is news, commercial copy, an interview segment, or a game show, the task of the communicator is to serve as a conduit for communication between the originator of the message and the audience. This course is aimed to raise the quality of students' presentation to professional level in radio and TV presentation. Voice characterization is greatly in demand in the present broadcasting industry, so students are exposed to a variety of voice control for different purposes. Through this course students are identified and develop for the communication market. The course also exposes the students to the technique of self projection through the voice, as well as the ability to create positive self image.

Transferable Skills	Using Software such as: 1.. Soundtrack Pro 2. Final Cut Pro 3. Premier Pro

Teaching Methodologies	Lectures, Studio, Discussion, Presentation

CLO		
	CLO1	Display relevant and appropriate radio and television voice techniques for effective broadcast presentation
	CLO2	Explain the types of radio and television specialties based on knowledge and understanding of principles, theories and practices of broadcast presentation
	CLO3	Demonstrate values and ethics appropriate for radio and television presentation

Pre-Requisite Courses	No course recommendations

Topics

1. Overview of the Course
1.1) • The roles of an announcer
1.2) • Presentation according to the type of program

2. Human Vocal Mechanism
2.1) • Breathing, phonation, & resonance

3. Making the Speaking Voice More Pleasing
3.1) • Maintaining the voice
3.2) • Controlling the voice
3.3) • Voice training

4. Off the Cuff
4.1) • Ad-libbing
4.2) • Impromptu speaking

5. Evaluation of Voice and Speech
5.1) • Self-evaluation checklist

6. Understand and Interpreting the Message
6.1) • Analyzing Broadcast Copy

7. Radio and TV News Delivery
7.1) • The art of news reading
7.2) • Tips for vivid Communication

8. The Tempo and Mood 8.1) • Reading rate 8.2) • Pacing
9. Drama Radio 9.1) • Theatre and broadcasting
10. The Craft of Interviewing 10.1) Types of Interviews 10.2) How does the Types of Interview Affects Style
11. Basic Announcing Skills I 11.1) • Marking copy 11.2) • Phrasing
12. Basic Announcing Skills II 12.1) • Reading the copy 12.2) • Nuances
13. Television and Radio Specialties 13.1) • Presentation according to different types of program 13.2) • Announcing sports, children, women, consumer reporting, and health show
14. English Pronunciation 14.1) • Pronunciation of the vowels and consonance 14.2) • Constructing the vowels and consonants into sentences

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Test	Students have to expalin types of radio and television presentation technique based on knowledge and understanding of principles, theories and practices of broadcast presentation	20%	CLO2
	Group Project	In the radio group project, students will be evaluated by their voice presentation and technical quality and its' appropriateness related to the program they will be anchoring. The programs should demonstrate values and ethics appropriate for radio presentation. Assessment will be evaluated through radio drama and morning talk shows	30%	CLO3
	Group Project	In the television group project, students will be evaluated by their voice presentation and technical quality and its' appropriateness related to the program they will be anchoring. The programs should demonstrate values and ethics appropriate for television presentation. Evaluation is based on News Casting and TV Program Presentation	30%	CLO3
	Individual Project	Students need to show the technique of voice controlling and voice manipulation for broadcasting purposes. Voice characterisation can be evaluate through story telling or standupper or commercial or public service announcements presentations	20%	CLO1

Reading List	Recommended Text	• **Stuart W. Hyde 2014,** *Television and Radio Annoucing*, **12th Ed., Pearson Education, Inc Boston** • **Hausman, Carl, O'Donnell, Lewis B., & Benoit, Phillip 1999,** *Announcing: Broadcast Communicating Today*, **Wadsworth New York**
Article/Paper List		This Course does not have any article/paper resources
Other References		• **n/a Alan R. Stephenson, David E. Reese, Mary E. Beadl 2013,** *Broadcast Announcing Worktext: A Media Performance Guide* , **Focal Press, Burlington**