



## UNIVERSITI TEKNOLOGI MARA

### BRO231: BROADCASTING

<b>Course Name (English)</b>	BROADCASTING <b>APPROVED</b>
<b>Course Code</b>	BRO231
<b>MQF Credit</b>	3
<b>Course Description</b>	This course is offered as a compulsory course for the Part 4 students of Diploma in Communication and Media Studies, Faculty of Communication and Media Studies (FCMS). It aims to encourage students to use their knowledge and creativity in producing radio and television programs. The students will learn and experience indoor and outdoor production. Students will also gain sufficient knowledge in the principles of writings for production. This course intends to expose the students with the basic professional skills in writing for broadcasting, audio visual presentation and creative expression in production. Students are also encouraged have a field trip to local TV stations or a production houses to understand traits and skills needed in the working environment.
<b>Transferable Skills</b>	At the end of the course, students should be able to: <ol style="list-style-type: none"><li>1. Explain principles of broadcasting in communication and media perspective.</li><li>2. Construct creative digital content related to communication and media industry.</li><li>3. Demonstrate managerial skills through systematic video pre-production process for communication and media industry.)</li></ol>
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion, Presentation
<b>CLO</b>	CLO1 Explain principles of broadcasting in communication and media perspective. CLO2 Construct creative digital content related to communication and media industry. CLO3 Demonstrate managerial skills through systematic video pre-production process for communication and media industry.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1. Introduction to Digital Video Production</b> 1.1) 1.1 History of Malaysian Broadcasting. 1.2) 1.2 What is Broadcasting/Production. 1.3) 1.3 The importance of: Pre-Production, Production, Post Production 1.4) 1.4 Production Personnel	
<b>2. 2. Ethics in Malaysian Broadcasting.</b> 2.1) 2.1 Ethical Code in Malaysian Broadcasting	
<b>3. 3. Broadcast News Reporting</b> 3.1) 3.1 Collecting Information 3.2) 3.2 News Writing Style 3.3) 3.3 Presenting TV news	
<b>4. 4. Digital Image Formation</b> 4.1) 4.1 Basic Image Formation 4.2) 4.2 Digital Video scanning system 4.3) 4.3 Difference between digital and analog video	

<b>5. 5. Basics of Video Camera</b> 5.1) 5.1 The Imaging Device 5.2) 5.2 Operational features 5.3) 5.3 Basic Camera Movements 5.4) 5.4 Types of camera mount 5.5) 5.5 White Balancing
<b>6. 6. Framing the Shot</b> 6.1) 6.1 The Aspect Ratio 6.2) 6.2 Field of View 6.3) 6.3 Composition 6.4) 6.4 Psychological Closure 6.5) 6.5 Controlling Camera and Object Movement
<b>7. 7. The Script</b> 7.1) 7.1 What is a script? 7.2) 7.2 Why script is necessary? 7.3) 7.3 What to write in a script? 7.4) 7.4 Script formats
<b>8. 8. Audio Recording</b> 8.1) 8.1 Sound pickup principles 8.2) 8.2 Types of microphones and pickup pattern 8.3) 8.3 Audio control 8.4) 8.4 Audio recording
<b>9. 9. Lighting</b> 9.1) 9.1 Types of lighting 9.2) 9.2 Simple lighting setup 9.3) 9.3 Lighting for effect 9.4) 9.4 What is Kelvin color temperature?
<b>10. 10. Editing Principles</b> 10.1) 10.1 The Purpose of Editing 10.2) 10.2 What is Nonlinear Editing 10.3) 10.3 What is Off Line/ On Line Editing 10.4) 10.4 Graphics and Effects
<b>11. 11. Pre-Production</b> 11.1) 11.1 Presenting Script (Draft) 11.2) 11.2 Presenting Storyboard 11.3) 11.3 Presenting Budget, Location (Draft)
<b>12. 12. Pro and Post Production</b> 12.1) 12.1 Video Editing 12.2) 12.2 Mixing 12.3) 12.3 Burn to DVD
<b>13. 13. Video Project Showcase (Producing TV News)</b> 13.1) Presentation
<b>14. 14. Video Project Showcase (Video Clip)</b> 14.1) Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Special Report	30%	CLO3
	Individual Project	News Reporting	40%	CLO2
	Quiz	Quiz 1	10%	CLO1
	Quiz	Quiz 2	10%	CLO1
	Quiz	Quiz 3	10%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Zettle, H. 2016, <i>Video Basics</i>, 8th Ed., Wadsworth/Thomson Learning USA</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Ogden, R. B. 2014, <i>Single-camera video production</i>, 6th Ed., USA: Focal Press. USA</li> <li>wens, J. 2017, <i>Video Production Handbook .</i>, 6nd Ed., USA: Focal Press USA</li> <li>Shook, F. L. 2014, <i>Television field production &amp; reporting</i>, 6th Ed., Taylor &amp; Francis.</li> <li>Swainson., D. L. 2013, <i>Basics of video lighting</i>, 2nd ed. Ed., USA: Focal Press.</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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