



UNIVERSITI TEKNOLOGI MARA

BRO533: RADIO BROADCASTING

Course Name (English)	RADIO BROADCASTING APPROVED
Course Code	BRO533
MQF Credit	3
Course Description	The syllabus is designed as such that students will learn all technical aspects of radio production and programs presentation. They will have opportunity of practicing the techniques and skills in scripting, presentation and producing varieties of radio programs. The students will also have an interesting experience on handling work in the audio studio. After completion of study the students would be able to understand the skills and knowledge needed to become a professional broadcaster. They will have opportunity of practicing the techniques and skills in scripting, presentation and producing varieties of radio programs. The students will also have an interesting experience on handling work in the audio studio. After completion of study the students would be able to become a professional broadcaster.
Transferable Skills	Describe the principles, theories and practices of radio production and program presentation. (C2) Display skills to transform creative ideas into effective management, content production and technical aspects of radio production and program presentation. (P5) Demonstrate ethical aspect in content and performance of radio production and program presentation (A3)
Teaching Methodologies	Lectures, Studio, Demonstrations, Practical Classes
CLO	CLO1 Describe the principles, theories and practices of radio production and program presentation. (C2) CLO2 Display skills to transform creative ideas into effective management, content production and technical aspects of radio production and program presentation. (P5) CLO3 Demonstrate ethical aspect in content and performance of radio production and program presentation. (A3)
Pre-Requisite Courses	No course recommendations
Topics	
1. Production and Elements in Modern Radio 1.1) Non-Commercial, Commercial & Syndicated Radio Shows 1.2) Live & Recorded Shows 1.3) Programs & Processes 1.4) Hot Clock 1.5) Advertiser, Media Sales Representatives	
2. Radio: The People 2.1) Above the line staff 2.2) Below the line staff 2.3) Administration, Finance and Legal	
3. Introducing the Radio Studio 3.1) Presenter 3.2) Script 3.3) Console 3.4) Microphones 3.5) Headsets 3.6) Taking Level 3.7) Hands Direction/Cue 3.8) Music	

<ul style="list-style-type: none"> 3.9) Sound Effect 3.10) Timing & Pace 3.11) Voice Quality
<p>4. Pitching Material and Planning a Show</p> <ul style="list-style-type: none"> 4.1) Idea & Concept 4.2) Target Audience 4.3) Duration 4.4) Presenters 4.5) Proposal 4.6) Scripted or Unscripted show 4.7) Prep Sheet 4.8) Punch line or Tagline 4.9) Time organization 4.10) Music organization 4.11) Scheduling Promo, PSA and Advertisement
<p>5. Guide to Radio Script Writing</p> <ul style="list-style-type: none"> 5.1) Commercial Script 5.2) Drama Script 5.3) General – Documentary, Magazine, Entertainment Script 5.4) Talent, Control Booth & Technical Cues
<p>6. Types of Radio Programs</p> <ul style="list-style-type: none"> 6.1) Documentary 6.2) Drama 6.3) Magazine 6.4) Talk Show 6.5) Entertainment 6.6) Children 6.7) Health 6.8) Sport
<p>7. Radio News</p> <ul style="list-style-type: none"> 7.1) Format 7.2) News Source 7.3) Live Reporting 7.4) Voice over 7.5) Vox Pop 7.6) Ad Lib 7.7) Interview 7.8) Presentation
<p>8. Commercial and Public Service Announcement (PSA) Production</p> <ul style="list-style-type: none"> 8.1) Types of radio commercials 8.2) Duration & Structure 8.3) Types of Public Service Announcement (PSA) 8.4) Components of PSA 8.5) Advantage & limitation of PSA 8.6) PSA formats
<p>9. Social Media</p> <ul style="list-style-type: none"> 9.1) Social media strategy 9.2) Promotion 9.3) Audio on demand 9.4) Online Listeners 9.5) DJ involvement 9.6) Competition 9.7) Sponsorship
<p>10. The Approaches of broadcasters</p> <ul style="list-style-type: none"> 10.1) Mood 10.2) Tempo 10.3) Volume 10.4) Pitch 10.5) Vitality & enthusiasm 10.6) Articulation 10.7) Punctuation 10.8) Analyzing Copy
<p>11. Techniques For Effective On-Air Performance & Cross Overs</p> <ul style="list-style-type: none"> 11.1) Write for the ears 11.2) Personalize 11.3) Voice Projection 11.4) Vocal Stressing 11.5) Vary Voice Type 11.6) Breathing Exercise 11.7) Tongue Twister

12. Mobile Radio 12.1) Mobile Radio and the Battle for the Dashboard
13. Entrepreneurial Radio 13.1) Entrepreneurial venture 13.2) Direct Sales of Advertising Space 13.3) Affiliate Programs 13.4) Personal Appearances
14. Ethics & Modern Communication Professional 14.1) Broadcast Regulations & Legislations 14.2) Code of Journalis

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Radio Drama or Radio Documentary-Recorded CD & Script 10-15 minutes Title reflects the overall production Able to demonstrate a theoretical knowledge of the basic aesthetics and techniques of audio production Able to operate audio equipment and apply audio aesthetics and techniques to the art and craft of audio Production Able to produce a good script based on its format and research Good presentation of voice quality and pronunciation Able to applied basic presentation skills & creativity (sfx/musics/acting/vov/sot etc)	30%	CLO2
	Group Project	Radio Entertainment - Recorded CD & Script 10-15 minutes Title reflects the overall production Able to demonstrate a theoretical knowledge of the basic aesthetics and techniques of audio production Able to operate audio equipment and apply audio aesthetics and techniques to the art and craft of audio Production Able to produce a good script based on its format and research Good presentation of voice quality and pronunciation Able to applied basic presentation skills & creativity (sfx/musics/acting/vov/sot etc)	30%	CLO2
	Individual Project	Live News Reading Malay & English News Read TWO (2) english and malay news Able to produce a good script based on its format and research Good presentation of voice quality	20%	CLO3
	Test	Chapter 1,2,3, 9,12,13,14	20%	CLO1

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Bertrand, R. 2016, <i>Radio Theory Handbook. Beginner to Advanced</i>, CreateSpace Independent Publishing Platform Australia • Colligan, P. 2015, <i>How To Podcast 2015: Four Simple Steps To Broadcast Your Message To The Entire Connected Planet - Even If You Don't Know Where To Start Paperback.</i>, Colligan.com, Inc USA • Connelly, D. W 2012, <i>Digital Radio Production, 2 Ed.</i>, Waveland Pr Inc USA 	<ul style="list-style-type: none"> • Hausman, C., Messere, F., Benoit, P. 2014, <i>Modern Radio and Audio Production: Programming and Performance, 10 Ed.</i>, Cengage Learning USA • Kaempfer, R., Swanson, J. 2004, <i>The Radio Producer's Handbook Paperback</i>, Allworth Press NY
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	