



UNIVERSITI TEKNOLOGI MARA

BRO552: BROADCAST NEWS PRODUCTION

Course Name (English)	BROADCAST NEWS PRODUCTION APPROVED
Course Code	BRO552
MQF Credit	4
Course Description	This course is offered as a professional core to the fourth semester students. The course will introduce the skills, techniques, and challenges of writing, reporting, and producing news for broadcast media. It contains the most complete treatment of reporting topics, ranging from basic skills to specialty reports and ethics.
Transferable Skills	News writing, News reporting, News production, News presentation
Teaching Methodologies	Lectures, Studio, Seminar/Colloquium, Simulation Activity
CLO	CLO1 Differentiate the working environment of radio or television journalist CLO2 Create news as a team in the radio or television newsrooms. CLO3 Demonstrate broadcast journalism professionally and ethically.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Radio and Television News 1.1) Course Introduction 1.2) What is News 1.3) Basic differences between Television and Radio News	
2. Broadcast News Writing Mechanics 2.1) Script formats 2.2) Script terminologies	
3. News Writing Style Rules 3.1) Descriptors and Identifiers 3.2) Language - Using Words and Phrasing	
4. The Keys to Good Radio News Writing 4.1) Conversational Style 4.2) Avoiding Information Overload 4.3) Avoiding Cliches	
5. Writing for the Television Newscast 5.1) Writing compelling leads 5.2) The five Ws and H rule 5.3) Types of leads	
6. Broadcast News Reporting 6.1) Fieldwork 6.2) Video and Audio	
7. Covering Planned Events for News 7.1) Covering Press Conferences 7.2) Interviewing around the Press Conference	
8. Putting the Television Story 8.1) Voiceovers and Story Formats 8.2) Combining Words and Pictures 8.3) Stand-Ups and Reporter Involvement	

9. Collecting Information from Documents 9.1) Collecting Governmental Information 9.2) Businesses and Individuals 9.3) Financial Records and Public Records
10. Developing Sources for News 10.1) Confidentiality 10.2) Accuracy of Sources 10.3) Authoritative and Informed Sources
11. Ethics and Laws (Malaysian Context) 11.1) Code of Ethics and related Laws 11.2) Accuracy and Responsibility
12. Producing and Presenting Radio News 12.1) The State of Radio News 12.2) The Audience for Radio News 12.3) Fundamentals of Producing Radio News 12.4) Convergence and Radio News 12.5) Delivering Radio News
13. Producing and Presenting Television News 13.1) Producers - Definitions and Skills 13.2) Technical Aspects of Producing Television News 13.3) Delivering Television News
14. Producing 'Special' Segment in Television News 14.1) Weather Reporting 14.2) Sports Reporting

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individu	25%	CLO2
	Assignment	Group	60%	CLO3
	Final Test	Final Test	15%	CLO1
Reading List	Recommended Text	White, T 2001, <i>Broadcast News: Writing, reporting and producing.</i> , Book News Inc. New York		
Article/Paper List	This Course does not have any article/paper resources			
Other References	<ul style="list-style-type: none"> • Book Boyd, A. 2001, <i>Broadcast Journalism: Techniques of Radio and Television News</i> , Focal Press, Boston • Book Mevin, B. 2001, <i>Writing Broadcast News: Shorter, Sharper and Stronger</i> , Book News Inc., New York • Book Kalbfeld, B. 2001, <i>Broadcast News: A Manual of Techniques and Practices</i> , Associated Press, New York 			