# Syllabus – Audio Production – SPRING 2019

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<tr>
<th><strong>General Information</strong></th>
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<tr>
<td><strong>College Name</strong></td>
<td>Richland College</td>
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<tr>
<td><strong>School Name &amp; Contact Info.</strong></td>
<td>World Languages, Cultures and Communications – L-208 972-238-6230</td>
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<tr>
<td><strong>Semester/Term &amp; Year</strong></td>
<td>Spring 2019</td>
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<tr>
<th><strong>Instructor Information</strong></th>
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<tr>
<td><strong>Name</strong></td>
<td>Erica A. Edwards</td>
</tr>
<tr>
<td><strong>Telephone</strong></td>
<td>972-238-6067</td>
</tr>
<tr>
<td><strong>E-mail Address or Fax</strong></td>
<td><a href="mailto:eedwards@dccc.edu">eedwards@dccc.edu</a></td>
</tr>
<tr>
<td><strong>Office Number</strong></td>
<td>E-020F</td>
</tr>
<tr>
<td><strong>Office Hours</strong></td>
<td>By appointment</td>
</tr>
<tr>
<td><strong>E-mail Address</strong></td>
<td><a href="mailto:Steve.noviello@gmail.com">Steve.noviello@gmail.com</a></td>
</tr>
<tr>
<td><strong>Office Hours</strong></td>
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<tr>
<th><strong>Course Information</strong></th>
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<tbody>
<tr>
<td><strong>Course Numbers</strong></td>
<td>COMM-2303</td>
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<tr>
<td><strong>Section Number</strong></td>
<td>83002</td>
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<tr>
<td><strong>Credit Hours</strong></td>
<td>3</td>
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<tr>
<td><strong>Class Meeting Time</strong></td>
<td>MW 10:10 – 11:30 AM</td>
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<tr>
<td><strong>Course Title</strong></td>
<td>Audio Production</td>
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**Course Description:** This is a Texas Common Course Number. 

**Course Description:** Concepts and techniques of sound production, including the coordinating and directing processes. Hands-on experience with equipment, sound sources, and direction of talent. (3 Lec.)

**Coordinating Board Academic Approval Number:** 1002025106

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<tr>
<th><strong>Course Prerequisites</strong></th>
<th>Typing ability</th>
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<th><strong>Course Objectives/ Learning Outcomes</strong></th>
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<tr>
<td><strong>1. Specific Course Learning Outcomes</strong></td>
<td>Journalism students should exhibit the following knowledge and skills upon completion of the journalism portion of their degree:</td>
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<td>1. First Amendment</td>
<td>Journalism students should value the implications the First Amendment has throughout their journalistic work.</td>
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<td>2. Communication</td>
<td>Journalism students should be able to edit and communicate messages verbally and non-verbally for different media outlets and audiences.</td>
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<tr>
<td>3. News</td>
<td>Journalism students should be able to identify newsworthy events, gather information about the same, and communicate those to audiences of different media outlets after editing. Given that this section focuses on broadcast, emphasis will be given to that style of writing.</td>
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<tr>
<td>4. Technology</td>
<td>Journalism students should demonstrate the use of different technologies. The tools include, but are not limited to, video cameras, non-linear editing systems, newsroom content information systems, audio recorders, and video conferencing</td>
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<td>5. Ethics</td>
<td>Journalism students should apply the codes of ethics as well as legal rights and restrictions inherent to their chosen field of journalism.</td>
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6. Research
Journalism students should demonstrate research skills throughout their practical and academic course work.

7. Diversity
Journalism students should discuss the diversity of their professional environment as well as their audiences.

In addition, while enrolled in this course, you are considered to be a working journalist in training. The stories you report and write should be of publishable quality and deliverable across multiple electronic and print platforms. As a journalism/student media participant, you have access to the tools of the trade: digital cameras, recorders, lab computers, Associated Press, and the television and radio studios. The newsroom exists for you. Use it. Learn it. Ask questions.

You should be keeping up with the news from reputable sources such as BBC, The Dallas Morning News, Associated Press, CNN, etc., on a daily basis. Develop and foster a “news habit”.

Richland College is piloting its Quality Enhancement Plan (QEP) in select classes. The QEP provides techniques, practices, and tools to help students develop the habits, traits or behaviors needed to be effective and successful lifelong learners in college and in life. For more information, please log onto http://www.richlandcollege.edu/qep2013/.

Course Outline

Week 1: Introductions
Schroeder reading assignment: Chapter 1 – The Newsroom

Week 2: News and Newsworthiness & Introduce Technology
Schroeder reading assignment: Chapter 6 – News Judgments

Week 3: News Writing Fundamentals & Interviewing Skills
Schroeder reading assignment: Chapter 2 – Language of TV News

Week 4: Video/Nat Sound/ Editing Techniques
Schroeder reading assignment: Chapter 3 – Writing Studio-based News stories and Chapter 4 – Writing News Packages

Week 5: Writing to Video
Initial stories (VO/SOTs) due

Week 6: Translating Newspaper and/or Wire Writing into Broadcast Writing
Schroeder reading assignment: Chapter 5 – The On-Camera Journalist
Second packages (Based on same material as VO/SOT) due

Week 7: NewsCast Rundowns / Class newsCast production (PKG)
Schroeder reading assignment: Chapter 7 – NewsCast Producing
Script for PKG 3 DUE (SPRING BREAK)

Week 8: Instructor/Peer Critique
Schroeder reading assignment: Chapter 9 – TV News Graphics, Titles and Supers
SCRIPT REVIEW Wednesday

Week 9: Schroeder reading assignment: Chapter 10 – Television News on the Web and Chapter 8 – News Teases
Package 3 DUE Wednesday

Week 10: Ethics of Reporting / Instructor/Peer Critique
Week 11: Evaluating Coverage / Instructor/Peer Critique
PKG. 4 DUE

Week 12: Instructor/Peer Critique
Week 13: Instructor/Peer Critique (PKG 5 DUE)
**Week 14:** Instructor/Peer Critique (PKG 6 DUE)  
**Week 15:** State of the Industry / Instructor/Peer Critique (FINAL PKG DUE)  

Written Final Exam for this course is the WEDNESDAY of Finals Week (5-15-19)  

**Writing and Producing Television News: From newsroom to air (A. Schroeder) (REQUIRED)**  
**Associated Press Style Guide (REQUIRED)**  
ISBN: 9780917360558  

Stereo head-phones (stereo mini-plug “iPOD” type is just fine) STRONGLY RECOMMENDED  
Thumb drive for file storage STRONGLY RECOMMENDED  

Finally, make daily “news consumption” from multiple sources part of your regular routine. A few suggested sources include: NYTimes (paper & .com), Dallas Morning News (DallasNews.com), CNN (& .com), local daily news-cast (Fox 4, NBC 5, WFAA, CBS 11), news blogs from a variety of perspectives, etc. Make it a HABIT to KNOW what’s going on.  

**Evaluation Procedures**  
Class evaluations will be conducted based upon performance during a variety of classroom and “homework” assignments, including (but not limited to): papers, news stories and packages, class participation, weekly current events quizzes and exams.  

**Grading Scale**  
- A= 90-100%  
- B= 80-89%  
- C= 70-79%  
- D= 60-60%  
- F = 0-59%  

**Exams and Assignments**  
There will be in-class and weekly news production assignments given during most (if not every) class sessions. These class assignments will involve and allow students to practice strong journalistic techniques and skills, including, but not limited to interviewing, lead generating, writing, etc. In addition, there will be a written final exam administered during the scheduled final exam session for the course.  

**Attendance Policy**  
In order to be successful, students must attend and participate in enrolled courses. You wouldn’t expect to do well if you never show up for your job; same is true here. Again, for the purposes of this class, you are a working journalist in training. You will learn by doing. Your consistent attendance is the only way to ensure you get the most out of this course.  

**Classroom Policies:**  
- Food, drink, cell phones, etiquette, etc.  
- Cell phones, PDAs, and digital recorders are invaluable news collection tools. You should use them whenever necessary to tell a story or to complete assignments as indicated by the instructor. HOWEVER, this does NOT extend to structured “in-class” discussion/instructional times. Texting during class meetings is not allowed. If you anticipate the need to take an URGENT and/or class-related phone-call, please make sure your phone is on silent, leave the room quietly when the call comes in and return to the classroom promptly. We have a brief period of class-time throughout the semester; please use it to best advantage.  
- Food/Drink: In general, not allowed. Bottled/resealable drinks are fine, but “lunch” should be taken care of outside of class. “Subway” cups are too easy to spill. “Enough for everyone” quickly becomes prohibitively expensive. In all seriousness, you’ll be working with computers and other equipment that can be damaged by “spillage”, greasy hands, crumbs, etc.
### Classroom Policies:
Food, drink, cell phones, etiquette, etc. (continued)

Computers/ “Surfing”: Computers are fine for note-taking. However, non-class related “surfing” (i.e., Facebook, Twitter, email, etc.) is NOT allowed. It is a distraction to you AND your class-mates. I will walk around to check. If you are not using your computer for a specific class-appropriate purpose, you will be asked to turn it off/put it away.

In the interest of academic integrity and fostering an environment conducive to learning and good journalism, standards for open discussion and common courtesy will be enforced at all times. These include (but are not limited to):

- Take turns in the discussion
- Keep “side-bar” conversations to a minimum
- Respect the speaker whether or not you agree with them
- Remember that our discussions for the purposes of this class will be focused on evaluating the NEWS COVERAGE of a wide variety of topics/events. Evaluate the coverage rather than any perceived politics.

### Course Drop Date

For sixteen week classes:
- Last day to drop a class without a “W” - Monday, February 4
- Last day to drop a class with a “W” – Wednesday, April 17

### Academic Progress

Students are encouraged to discuss academic goals and degree completion with their instructors. Specific advising is available throughout the semester. Check Step 6 - Advisement and Registration at [www.richlandcollege.edu/admissions/process.php](http://www.richlandcollege.edu/admissions/process.php) for more details.

### Academic Dishonesty (Plagiarism, cheating, etc.)

Plagiarism may be defined as "the passing off of another person's information as one's own."[1] Whether you are writing a composition or preparing a speech, using information that has come from a source other than yourself and not citing that source, is unethical. To "cut and paste" material from a source that you do not acknowledge is plagiarism. In fact, to copy material that you later rearrange with the intent of making it seem as if it were your own original work, is also considered plagiarism.[2] One text says, “The rule for avoiding plagiarism as a public speaker is straightforward: Any source that requires credit in written form should be acknowledged in oral form. These sources include direct quotations, as well as paraphrased and summarized information—any facts and statistics, ideas, opinions, or theories gathered and reported by others.”[3] This rule holds true for information gained on the web, as well as information gathered from print sources. In truth, with the preponderance of research at the undergraduate level being conducted online these days, it has become very convenient to simply “copy and paste” information without attributing the source.[4] One exception to the rule deals with common knowledge, meaning information that is so commonly known that one would not need to cite a source.[5] An example of this is knowing the capital of the United States is Washington, D.C. This information is commonly known and would not need a citation. However, knowing the number of residents or the geological aspects of Washington, D.C. is not common knowledge and would need a citation.

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Additional information is available via the college’s Institutional Policies page (see link in section on the following page. Information specifically on cheating may be found at: [https://www.richlandcollege.edu/au/fastfacts/legal/pages/policies-for-syllabi.aspx#cheating](https://www.richlandcollege.edu/au/fastfacts/legal/pages/policies-for-syllabi.aspx#cheating)
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<td>Disclaimer Reserving Right to Change Syllabus</td>
<td>The instructor reserves the right to amend a syllabus as necessary.</td>
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