

**Spring 2017 Radio/TV Announcing**  
**Comm 2331.001 T/TH 11 – 1215pm**

Instructor: Margaret S. Kirby

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e-mail: [mkirby@southplainscollege.edu](mailto:mkirby@southplainscollege.edu) The fastest way to reach me, other than coming to my office during office hours, is to e-mail me. Please do **NOT** e-mail me using the Blackboard class system. I don't check that regularly.

**Office Hours:** Mon & Wed 830 – 930 am; 11 a.m. - 1230 p.m.  
T & TH 830 – 930 a.m.; 1215 – 230 p.m.  
Fri 830 – 12 p.m. or by appointment

**Prerequisites:** None

**Credit:** 3 semester hours

**Description:** This course provides instruction in the principles of radio and television announcing. Included in this study are topics such as: voice and diction, pronunciation, styles of delivery, related technology, and the proper use of inflection. This course is designed to improve the announcing skills, public speaking skills, and self-confidence of students. Students will produce live and taped radio and television projects.

**Supplies Needed:** Some sort of notebook or paper and pen/pencil for you to take notes in class; folder or notebook where you will save notes, handouts, and graded assignments.

**Course Requirements:** Students should attend all class meetings and complete all assignments. This is a performance class. That means each student will need to spend time rehearsing performances before presentations.

**Textbook:** None required. I draw from portions of several textbooks for assignments. Students will take notes in class and save handouts.

**Evaluation:** Students' grades in this class will be determined by the following:

840 points are available for the final grade.

756- 840 = A

672 -755 = B

588- 671 = C

504 – 587 = D

Below 504 = F

Points are allocated as follows:

Exams – 400 points (4 exams- Anchor/Teleprompter; Live Interview; Weathercast; News Live Shot)

Practices/Homework – 340 points (A combo of recorded projects, script marking, etc.)

Participation – 100 points – see grid

### CLASS PARTICIPATION

You are expected to contribute to class discussions. Mere attendance is not enough. Basic grading criteria:

Attendance (Missed Classes for semester)	Class Contributions	Grade Range
0-2	Frequent contributions; well considered comments	90-100
0-2	Infrequent contributions or ill-considered comments	80-90
0-2	Rare or no comments	70-80
2-3	Frequent contributions; well considered comments	70-80
2-3	Infrequent contributions or ill-considered comments	60-70
2-3	Rare or no comments	50-60
3-4	Frequent contributions; well considered comments	50-60
3-4	Infrequent contributions or ill-considered comments	40-50
3-4	Rare or no comments	30-40
More than 4		30

**Sometimes the final number of points available for the course will not reach the 840 mark. If that is the case, the scale will be recalibrated and you will be notified.**

**Course Objectives:** Upon completion of this course, the student should be able to demonstrate proficiency in:

Voice diction and quality  
TV vs. Radio script strengths  
Ad-libbing for news  
Camera presence and poise  
On-air interviewing

Script preparation  
News announcing  
Commercial announcing  
Live television and radio announcing techniques

**Tardiness and Attendance Policy:** Attendance in this class is required. I generally will not allow you to enter class after the first 5 minutes because it is disruptive. I will take attendance after the first 5 minutes of class. If you repeatedly come to class after the 5 minute cut off, you will be asked to leave.

Attendance in this class is required. Students are expected to attend all classes in order to be successful. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

**Students with more than 4 absences \*in a row\* automatically will be dropped from the class with an F or X without further warning. If a student misses more than 4 classes \*throughout**

**the semester\*, I consider that number to be “excessive” and I reserve the right to drop the student with an X or an F.**

Regardless of the reason for an absence, it is the student’s responsibility to find out what work he or she missed and ask whether it can be made up and when it will be due.

Some work cannot be made up. I generally do not allow exams to be made up. In the event that a makeup exam is allowed, the highest grade available on it will be a B.

### **ADA Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

**Diversity Statement-**In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

**Deadlines-** ALL deadlines are absolute. You need to get used to deadlines that exist in the working world. All assignments in this class will have a deadline attached to it. Any late assignments will be penalized harshly.

### **Civility Code:**

- As future professionals, you are to communicate with each other in a professional and civil manner. At all times we will treat each other with dignity and respect. That means no profanity or conversations that I feel are inappropriate. As the professor for the class, I have the final say for what may be considered “inappropriate”. If there are problems in this area, you may be asked to leave.
- Disruptive behaviors such as cell phones ringing, leaving and returning to class while in session, arriving late to class, talking with others during lectures/discussions, checking your e-mail or Facebook, sending/receiving text messages, eating or drinking in class, etc...may result in a request that such students leave the class. Cell phones must either be turned off or put on vibrate only.

**Academic Dishonesty:**

- Academic dishonesty includes plagiarism and other forms of cheating behavior. Academic dishonesty is unacceptable. Students committing acts of academic dishonesty will be penalized by the assignment of lowered or failing grades on assignments and/or for the entire course, depending upon the instructor's evaluation of the severity of the dishonest act.