

Academic Year: (2019 / 2020)

Review date: 12-04-2019

Department assigned to the subject: Department of Communication

Coordinating teacher: GARCIA LEIVA, MARIA TRINIDAD

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 1

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

- 1.Understand and be able to analyze how radio broadcasting works and evolves, developing a critical approach to radio listening and practice.
- 2.Learn to communicate and inform through the medium
- 3.Perform the necessary practical exercises to produce, broadcast and/or record radio programmes using relevant technical and aesthetic criteria.

Objective: offer an introduction to radio broadcasting through a workshop based on the study of the basics of radio communication and information (theoretical knowledge and practical training).

DESCRIPTION OF CONTENTS: PROGRAMME

- 1.Radio broadcasting: the basics
 - 1.1.Definition and characterization of the medium
 - 1.2.Technical and operational aspects
 - 1.3.The language of radio
 - 1.4.Writing and reading for the ear
- 2.Production, broadcasting and recording
 - 2.1.Definitions
 - 2.2.Techniques
 - 2.3.The making of a programme
 - 2.4.The work of the producer
 - 2.5.The script
- 3.Radio programming
 - 3.1.Genres
 - 3.1.1.Factual genres
 - 3.1.2.Fictional genres
 - 3.1.3.Opinion and genres
 - 3.2.Types of radio stations and programmes
- 4.Advertising and audiences
 - 4.1.The target audience
 - 4.2.Radio commercials
 - 4.3.Selling airtime

LEARNING ACTIVITIES AND METHODOLOGY

Lectures will be accompanied by the highest possible number of practical exercises which will present an increasing degree of complexity. The final aim is that the students produce and broadcast ¿live¿ a radio programme and create and maintain an audio blog.

1.Theoretical lessons (classroom)

Study the basics of radio broadcasting in order to learn to communicate and inform through the medium. Be able to analyze how radio works and evolves developing a critical approach (listening sessions, academic discussions).

2.Practical sessions (radio studios)

Produce, broadcast and/or record group and individual production projects. Produce to broadcast ¿live¿ a radio programme using relevant criteria.

3. Student¿s work

Achieve a good balance between the study of theory and the practical action (group and individual exercises).

ASSESSMENT SYSTEM

CONTINUOUS ASSESSMENT

Due to fact that the subject is organised mainly as a workshop, training is essential. Therefore, attendance and practical exercises are mandatory. The latter will represent 50% of the final global mark (continuous evaluation, group and individual exercises). The final exam will be translated into 50% of the final global mark.

Sitting for the final exam is obligatory and the passing score is 5/10. Passing score for continuous assessment is also 5/10.

Attendance is obligatory to both, practical and theoretical sessions.

ASSESSMENT IN JUNE

Due to fact that the subject is organised mainly as a workshop, training is essential. Therefore, assessment in the June call includes both a theoretical and practical part. The passing score is 5/10 for each of these two parts.

| | |
|---|----|
| % end-of-term-examination: | 50 |
| % of continuous assessment (assignments, laboratory, practicals...): | 50 |

BASIC BIBLIOGRAPHY

- ARNHEIM, R. Radio, Faber & Faber, 1936
- CHANTLER, P. & STEWART, P. (2003). Basic radio journalism., Oxford: Focal Press..
- FLEMING, C. (2002). The radio handbook., London: Routledge..
- GALLEGO, I. & GARCÍA LEIVA, M. T. (2012). Sintonizando el futuro: radio y producción sonora en el siglo XXI, Madrid: IORTVE..
- HENDRICKS, J. A. The Palgrave Handbook of Global Radio., Palgrave Macmillan, 2012
- HENDY, D. (2000). Radio in the global age., Cambridge: Polity Press..
- HENDY, D. (2000). Radio in the global age., Cambridge: Polity Press..
- KEITH, M. (2007). The radio station: Broadcast, Satellite & Internet. Seventh edition., Burlington: Elsevier..
- McLEISH, R. (2005). Radio production. Fifth edition., Oxford: Focal Press..