

Academic Year: (2020 / 2021)

Review date: 08-07-2020

Department assigned to the subject: Department of Communication and Media Studies

Coordinating teacher: GARCIA LEIVA, MARIA TRINIDAD

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

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

Blended learning will be implemented: online teaching for theoretical sessions (50%) and face-to-face teaching for practical sessions (50%)

The aim is to accompany theory with the highest possible number of practical projects which will present an increasing degree of complexity.

1.Theoretical lessons (online)

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.

2.Practical sessions (face-to-face)

Produce, broadcast and/or record group and individual sound projects.

3. Student's work (blended learning)

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 a workshop, individual and group projects are essential. These, as well as attendance to practical sessions are mandatory. The latter will represent 60% of the final global mark (continuous evaluation, group and individual exercises plus a mid-term test). The final exam will be translated into 40% 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.

Active and critical participation is encouraged; it can have a positive impact in the final grade.

EXTRAORDINARY ASSESSMENT

Assessment in the June call includes both a theoretical and a practical part. The passing score is 5/10 for each of these two parts.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

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..
- KEITH, M. (2007). The radio station: Broadcast, Satellite & Internet. Seventh edition., Burlington: Elsevier..
- McLEISH, R. (2005). Radio production. Fifth edition., Oxford: Focal Press..