

Academic Year: ( 2023 / 2024 )

Review date: 28-04-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: HERRERO CURIEL, EVA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

**OBJECTIVES**

- To learn the main techniques of audiovisual writing.
- How to read script to reports and documentaries.
- To learn practical knowledge about oral expression and vocal training.
- To learn new radio formats: podcast
- To learn how work the professional announcer.

**DESCRIPTION OF CONTENTS: PROGRAMME****UNIT 1: AUDIOVISUAL WRITING**

1.1. Elements of narration

1.2. Text Structure

1.3. Voiceover and images

1.3.1. Informative pieces

1.3.2. Journalist Report

1.3.3. Documentaries

1.3.4. Advertorial

1.4. Types of reading

**UNIT 2: VOICEOVER SKILLS**

2.1. Intonation

2.1.1. Phonics group

2.1.2. Tonemes

2.1.3. Punctuation marks

2.1.4. Intonation mistakes

2.2. Acoustic quality: timbre, tone and intensity

2.3. Linguistic stylistics

2.3.1. Rhythm

2.3.2. Speed

2.3.3. Pauses

2.4. Voice types

2.4.1. Informative voice: credibility

2.4.2. Sports voice: dynamism

2.4.3. Musical voice: harmony

2.4.4. Interpretative voice: expressivity

2.4.5. Commercial voice: persuasion

**UNIT 3:**

3.1. Approach to the definition of podcast. Formats (prior reading)

3.2. Sound language elements applied to the podcast (with practical listening exercise)

3.3. The report and the sound documentary. Similarities, differences and possibilities

3.4. Choice of topics and approaches. Concentric circles theory and context layers

3.5. Practical exercise

**UNIT 4: VOICE CARE**

- 4.1. Professional voice
- 4.2. Breath
- 4.3. Vocal Hygiene
- 4.4. Preventing some voice problems

## UNIT 5. DOCUMENTARY VOICE: DICTION AND PRONUNCIATION

- 5.1. The voice is a tool
- 5.2. Correct phonetic pronunciation
- 5.3. To beautify the voice
- 5.4. The voice of documentary

## LEARNING ACTIVITIES AND METHODOLOGY

### LEARNING ACTIVITIES

- Theoretical class
- Independent Learning
- Work with speech therapist

## ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	100
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	0

The sessions will be theoretical practical sessions where the student will make exercises relationship with writing of texts and lecture. The end assignment is a radio report

## BASIC BIBLIOGRAPHY

- ARTERO, M. El guión en el reportaje informativo, Instituto Oficial de Radio y Televisión, 2004
- BLANCH, M. & LÁZARO, P. Aula de locución, Cátedra, 2010

## ADDITIONAL BIBLIOGRAPHY

- DUMM, N.; FAVORITO, G. & HONGAY, M. La locución, LA CAMPANA, 2002
- FIGUEROS, J. Guión. Nociones sobre la escritura audiovisual., CEU, 2013
- LARRAÑAGA ZUBIZARRETA, JOSÉ Redacción y Locución de la información audiovisual, Universidad del País Vasco, 2006
- MAYORAL, J. (Coord.); SAPAG, P.; HUERTA, A.; & DIEZ, F.J. Redacción periodística en televisión, Síntesis, 2008
- MERAYO, A. Curso práctico de técnicas de comunicación oral, ANAYA, 2001
- MOLNER, A. Taller de voz, ALBA EDITORIAL, 2005
- RODERO ANTÓN, EMMA Locución radiofónica, INSTITUTO OFICIAL DE RADIO Y TELEVISIÓN ESPAÑOLA, 2003
- RODRÍGUEZ, J.M. Técnicas de locución radiofónica, INSTITUTO OFICIAL DE RADIO Y TELEVISIÓN ESPAÑOLA, 2000
- SOENGAS, X. El tratamiento informativo del lenguaje audiovisual, Laberinto Comunicaciones, 2003

## BASIC ELECTRONIC RESOURCES

- Grupo Prisa . Podium podscast: <https://www.podiumpodcast.com/>
- Open Course Ware . Radio Informativa: <http://ocw.uc3m.es/periodismo/radio-informativa/programa>
- Radio Televisión española . Ficción Sonora: <http://www.rtve.es/radio/ficcion-sonora/>