



Course program and reading list

Semester 1 Year 2019

School: General Studies Unit

Radio In The Digital Age

Lecturer:

Mr. Roy Katz rokatz@runi.ac.il

| Course No.: | Course Type : | Weekly Hours : | Credit: |
|--------------------|----------------------|-----------------------|----------------|
| 6782 | Elective | 2 | 2 |

| Course Requirements : | Group Code : | Language: |
|------------------------------|---------------------|------------------|
| Final Paper | 191678201 | English |

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Radio In The Digital Age (6782):

- 7185 - Radio Broadcast: from a pilot to air
 - 7508 - Broadcasting News
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 Course Description

Course Subjects:

1. Introduction – to radio map in the digital age – podcasts, music streaming services, internet stations and future trends in the field. Familiarity with the roles of radio personnel. Initial technical training – practical introduction to the radio studio.
2. Introduction to radio studio – technical training working with radio equipment. **Listening materials to a music radio shows for next lesson...**
3. Class discussion- about listening materials about music radio shows. Voice over training exercises in the classroom working with the microphone and continuing

technical training on the console. **Midterm Assignment (25%): content, music and basic technical skills**

4. Submission of Midterm Assignment (25%): content, music and basic technical skills.
5. Basic elements and examples in radio – what is a segment; why it is important to a show and how can be successful. Marketing and distribution of content on the Internet, visual aspects of radio, what is the added value in radio and promotion on social networks. Presentation of the final assignment instructions.
6. Creating a line-up and editing content for radio. Production, research and interviewing – developing an item from beginning to end along with researching and producing for an interview. Practical exercise in class – interview.
7. Advanced editing on Dalet – From raw material to edited product – Practical training in class to create an edited segment – recording, editing, using recorded segments, music and effects. **Listening materials to talk radio shows for next lesson.**
8. Class discussion – about listening materials about – talk radio podcasts/shows. Practical exercise in class – Formulating a radio show in class. **Homework – present an idea for a final podcast or radio show (mandatory, without a grade).**
9. Submission of a personal Pitch – Format and guidelines for the final assignment selecting topics for final show/podcasts. **Final Project (50%)**
10. Preparing for final project's line up, content development and feedback.
11. Continue working on preparation for final project.
12. +13. Submission of final projects.



Course Goals

Course Objectives: Practical experience in radio provides a unique business card to the professional world. Radio will provide you with content creation tools, language skills, professional contacts, the ability to convey a message effectively and an exceptional line in your resume.

Radio in the digital world is used for exposure, marketing, distribution of knowledge and social change. The workshop will cover the basic tools for creating audio content and experiment with various broadcasting roles.

The workshop's final project is a practical pilot program or podcast, based on what you have learned during the course.

**For those interested, the workshop will help you integrate into IDC Radio 106.2FM.*

Assignments and Requirements:

- Attendance in all workshop sessions is mandatory.
- Up to 2 absences, students must provide a written explanation and obtain the

instructor's approval for each absence.

- Absences above 2 sessions will result in a failing grade for the workshop, according to IDC policies.
 - Late submission of homework will result in deduction of points from your grade.
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Grading

Composition of Course Grade:

- Exercises (Mandatory, not graded), participation and personal evaluation (25%)
- Midterm assignment (25%)
- Final Project (50%)

**There might be changes in the order of the classes among different lecturers.*

***We must honor intellectual property rights in all our activities in the field of communications. In Student Productions, the Law permits the use of programs purchased and/or produced by the School. The School has purchased a music and effects database that may be used freely and without limitations for School productions. Instructions in the use of the databases can be obtained from the Trainers in the various workshops.*

Reading List

none