



# Course program and reading list

Semester 2 Year 2022

**School:** Sammy Ofer School of Communications B.A

## Introduction to Radio Broadcasting

### Lecturer:

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
7034	Workshop	3	3

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	222703412	English

### Prerequisites

**Students who took one of the courses listed below will not be allowed to register to the course Introduction to Radio Broadcasting (7034):**

- 6781 - Digital age radio
  - 6782 - Radio In The Digital Age
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### Course Description

1 .Introduction to the world of radio and podcasts. FM radio versus podcasts. Presentation of radio map in Israel and around the world, listening data for podcasts in Israel and around the world, differences between live radio and recorded and edited audio and radio content.

2 .Storytelling - how to tell a story via podcasting. From the initial research, formation of

idea to the script construction to recording and narration. Assignment 1 – record a one-minute story that includes a beginning, middle and end with an emphasis on narration and basic technical skills.

3 .Basic elements of podcasts - the various roles in the world of audio production, examples of various podcast formats, the use of inserts, the role of music in podcasts and advanced technical editing.

4 .Content Editing - building a line-up / script, selecting items and editing the order in which they are presented, sources of information for the research, interview principles, production skills.

5 .Preparation for the final project: presenting the guidelines and requirements for the final assignment.

How to create a pitch: conducting research on sources of inspiration and existing competing content, finding the added value and unique advantage, defining a target audience, preparing an initial script / line-up.

6 .Pitch presentation and discussion.

7.Audio Editing: learning the basic elements of editing in podcasting which includes cutting down audio, audio balance between music and narration as well as various techniques to include audio inserts and sound effects required to create audio content.

8 .Group summary meeting: examples of various podcasts, class practice and answering question regarding final assignment.

9 .Beginning of individual work on a final project (podcast): personal meetings with the students on the final project until the end of the semester and in accordance with the situation and instructions.

10 .Personal meetings

11 .Personal meetings

12 .Presentation of final projects

13. Presentation of final projects



## Course Goals

Radio is a basis for creating content on a variety of platforms and is a gateway to various roles in the digital space and media field. The workshop will provide familiarity with radio and audio on FM and digital in a variety of podcast formats. In addition, as part of the course, students will acquire tools and skills from the research and information gathering stages, through production, narration, program and audio editing.

The workshop enables and produces experiential learning in a variety of broadcast roles: music editing, production, presentation and format development. In addition, students will learn to find the personal and unique voice they will formulate into an applicable idea through audio, and will practice storytelling on the various audio platforms.



## Grading

### **Assignments and Requirements:**

Students are required to attend at least 8 sessions, be active participants in class and must submit assignments on time.

### **Grade Composition:**

- Assignment 1 – Storytelling (individual) (15%)
- Assignment 2 – Pitch (individual/pairs) (15%)
- Assignment 3 – Final Project (individual/pairs) (50%)
- Participation & General Assessment (Individual) (20%)



## Additional Notes

### **Production protocols:**

The school allows usage of the technological infrastructure in accordance with the

production protocols as published on the school's website.

**Content:**

All content produced as part of the workshops will follow ethical guidelines and will not contain inappropriate or offensive remarks.

The school maintains the exclusive right to publish and present selected student works in school events and in the media.



Reading List

no readings