

COM 348 Electronic News III: Advanced Reporting

Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. COM 338

Advanced techniques of news reporting for electronic media in non-studio locations; practice in reporting, writing and news presentation under deadline pressure

Reasons for Addition:

(Spring 2006) This new course will complement a set of three courses developmental focused on the electronic-news sequence of the Journalism major. This addition is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes:	Course Content References:	Assessment:
On completion of this course, students will be able to: 1. Demonstrate an understanding of what constitutes effective electronic reporting for news, feature and sports stories	I, II, III	1. Exams, papers, applied projects, presentations
2. Demonstrate an advanced ability to effectively gather pertinent information for electronic journalism	I, II, III	2. Exams, papers, applied projects, presentations
3. Effectively prepare electronic reports in various genre (such as hard news, courts/crime, sports, science/health, and/or weather/environment)	II, III, IV	3. Exams, applied projects, presentations
4. Shoot field video under deadline pressure, reflecting both technical and journalistic standards	V	4. Applied projects, presentations
5. Analyze and professionally critique examples of audio and video field reporting	VI	5. Papers, applied projects, presentations

Course Content:

- I. Advanced techniques in field reporting
 - A. Radio reporting
 - B. Television reporting
 - C. Sources of news and information
 - D. Types of interviews
- II. Writing field stories for radio and audio dissemination
 - A. Sound bites and actualities
 - B. News package
 - C. Communicating without visual images
 - D. Equipment and advanced techniques for field audio
 - E. Ethical issues in reporting for audio
- III. Reporting for television and video dissemination
 - A. Sound bites and actualities
 - B. Voice-overs
 - C. News package
 - D. Communicating with visual images
 - E. Equipment and advanced techniques for field video
 - F. Ethical issues in reporting for video
- IV. Editing
 - A. Techniques
 - B. Manipulating images
 - C. Incorporating graphics
 - D. Music and sound effects
 - E. Ethical issues in editing
- V. On-Air Presentation Skills
 - A. Grooming and appearance
 - B. Demeanor
 - C. Voice delivery
 - D. Live/remote protocols
 - E. Teases, tosses and bulleting
- VI. Current Practice
 - A. Radio
 - B. Television
 - C. Online media

Resources:

Classic Scholarship in the Field

Bliss, E. & Hoyt, J. L. (1994). *Writing news for broadcast*. New York: Columbia.

Block, M. (1994). *Broadcast newswriting: The RTNDA reference guide*. Los Angeles: Bonus.

Current Scholarship in the Field

- Atkisson, S., & Vaughan, D.R. (2003). *Writing right for broadcast & internet news*. Boston: Allyn & Bacon.
- Dobbs, G. (2005). *Better broadcast writing, better broadcast news*. Boston: Allyn & Bacon.
- Dotson, B. (2000). *Make it memorable: Writing and packaging TV news with style*. Los Angeles: Bonus.
- Freedman, W. (2003). *It takes more than good looks: To succeed at TV news reporting*. Los Angeles: Bonus.
- Kalbfeld, B. (2000). *Associated Press broadcast news handbook*. McGraw Hill. Columbus OH: McGraw Hill.
- Papper, R.A. (2006). *Broadcast news and writing stylebook*. Boston: Allyn & Bacon.
- Redmond, J., Shook, F., Lattimore, D., & Lattimore-Volkman, L. (2005). *The broadcast news process (7th ed)*. Englewood CO: Morton.
- Reese, D., Beadle, M., & Stephenson, A. (2000). *Broadcast announcing worktext: Performing for radio, television, and cable*. Boston: Focal.
- Schultz, B. (2004). *Broadcast news producing*. Thousand Oaks CA: Sage.
- Shook, F. (2004). *Television field production and reporting (4th ed)*. Boston: Allyn & Bacon.
- Stephens, M., & Olson, B. (2004). *Broadcast news (4th ed)*. Belmont CA: Wadsworth.
- Tompkins, A. (2002). *Aim for the heart*. Los Angeles: Bonus.
- Utterback, A. (2005). *Broadcasting through crisis: How to keep going when tragedy hits*. Los Angeles: Bonus.
- White, T. (2001). *Broadcast news: Writing, reporting & producing (3rd ed.)*. Burlington MA: Focal.

Web Sites

National Association of Broadcasters
Poynter Institute
Radio Television News Directors Association
Society of Professional Journalists

<http://www.nab.org>
<http://www.poynter.org>
<http://www.rtnda.org>
<http://www.spj.org>

Periodicals

Broadcast News
Columbia Journalism Review
Journal of Applied Communication
Journal of Applied Communication Research
Washington Journalism Review
World Broadcast News Magazine