

Academic Year: ( 2021 / 2022 )

Review date: 29-06-2021

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

Coordinating teacher: GARCIA LEIVA, MARIA TRINIDAD

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

## OBJECTIVES

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).

Link to document

## 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.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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..