# Wayne County Community College District

## COURSE SYLLABUS

### DMP 112   Broadcast Operations

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**CREDIT HOURS:** 3.00

**CONTACT HOURS:**  45.00

**COURSE DESCRIPTION:**
This course is an introduction to the theory and techniques of radio programming and production, including the development and design of programming for audio broadcast production. Learners will explore the history of radio and program formats; make decisions about the use of effective words; music and sounds; and apply production techniques by creating and critiquing radio programs, public affairs and documentary programming, commercials, promotional and public service announcements, and music programs.

**EXPECTED COMPETENCIES:**
Upon completion of the course, the student will be able to:
- Demonstrate competency with the basic practices of radio announcing, including pronunciation, inflection, and projection
- Demonstrate an understanding of commercial copy interpretation and presentation
- Operate basic broadcast media equipment
- Identify career opportunities in the field of broadcasting
- Define the process of developing radio and television programming
- Demonstrate an understanding of broadcast formats and demographic information
- Compose standard script formats for radio and television
- Maintain legal limits of broadcasting

**ASSESSMENT METHODS:**
Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

**GRADING SCALE:**
90%-100% = A
80%-89.9%= B
70%-79.9%= C
60%-69.9%= D
<60% = E