

MCJ-457 Broadcast Journalism (3 credit hours)

Pre-requisites: None

Course Objectives

1. This course aims to analyze and criticize the mass media through the perspective of the humanities. The course will include technical instruction in broadcast media, including: writing for the ear, editing news script, video editing, camera operation, and news show production; it will examine the substantive and scholarly aspects of all radio and television news. The main thrust of the course is to prepare students to produce the news.

Learning Outcomes

2. Students will learn to write in broadcast style conforming to the ethical and practical principles that guide it. They will become media literate and develop reading habits that keep them aware of contemporary national and international affairs. Students will learn to shoot, write, edit, and present the news.

3. Contents

- a. Writing in broadcast style
- b. Types of News Stories
- c. Field Reporting
- d. Capturing Video
- e. Capturing Sound
- f. Producing and Editing

References

- 1. Television Production by Phillip Harris
- 2. CNN Student Bureau Broadcast Journalism by David Keith Cohler (Prentice Hall) - Introduction to Mass Communication by Stanley Baran (McGraw Hill)
- 3. Media Culture: An Introduction to Mass Communication, Fifth ed. By Richard Campbell, Christopher Martin, Bettina Fabos
- 4. Video Basics by Herbert Zettl (Wadsworth Publishing Company)
- 5. Video Field Production and Editing by Campesi and Sherriffs
- 6. Journalism Matters by Schaffer, McCutcheon, and Stofer (National Textbook Company)
- 7. Journalism Today by Ferguson, Patten, and Wilson (National Textbook Company)

8. Scholastic Journalism by English, Hach, and Rolnicki Lighting For Action: Professional
9. Techniques for Shooting Video and Film by John Hart (Amphoto) Bias: A CBS Insider
10. Exposes How the Media Distort the News by Bernard Goldberg (Perennial) If It Bleeds, It
11. Leads: An Anatomy of Television News by Matthew Kerbel (Westview) Writing to
12. Deadline: The Journalist at Work by Donald M. Murray (Heinemann)
13. My Times: Adventures in the News Trade by John Corry (Grosset/Putnam)