

COM4307: VIDEO NEWS PRODUCTION AND ANCHORING

Effective Term

Semester A 2023/24

Part I Course Overview

Course Title

Video News Production and Anchoring

Subject Code

COM - Media and Communication

Course Number

4307

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

English [For practicum component: English and Chinese]

Medium of Assessment

Other Languages

Other Languages for Medium of Assessment

English supplemented by Chinese This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

Prerequisites

COM2301 Video Production or COM2302 Video Editing or COM2303 Video Production and Editing

Precursors

Nil

Equivalent Courses

EN4531 Documentary Production III

Exclusive Courses

Nil

Part II Course Details**Abstract**

This course aims to let students examine professional skills in television news production in both English and Chinese, and help the students develop a working knowledge and skills of visual information processing, television story editing and production, and television newscast production. Special emphasis will be placed on TV news editing and production, TV newsroom operation, use of video production equipment, and effective use of English and Chinese language in news production and anchoring contexts. Students will work through different news production projects, use digital equipment to process information, edit news stories, produce news stories in the Chinese and international contexts, and broadcast it through appropriate media outlets. Students will deal with real-life issues and challenges of TV news reporting business. As any professional news organization would require, students are expected to produce timely and proficient news stories and newscast.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge and skills of news information processing and television news production	10	x	x	x
2	Operate digital video equipment to gather and process news information	10		x	x
3	Use a computer and related software to process visual information and produce a television news story package and create visual effects	10		x	x
4	Write news stories in Chinese and English in line with the professional standard of media industry	10	x	x	x
5	Effective oral delivery of news stories in Chinese and English in line with the professional standard of media industry	10		x	x
6	Produce television newscasts of professional quality that are acceptable for broadcasting through media outlets	50	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Lectures on basic knowledge and skills of news information process and television news production	1	2 weeks
2	Lectures	Lectures and demonstrations on how to work efficiently in processing visual information and edit a television news story package	2, 3, 4	2 weeks
3	Demonstration and exercises	Demonstration and exercises on how to produce a television newscast for broadcasting in English and Chinese	3, 4	4 weeks
4	Lectures	Lectures and class discussion on news writing and editing	5	2 weeks
5	Lectures	Lectures and class discussion on working as a television news editor and producer in a newsroom as well as job seeking and career development in the news industry.	5, 6	3 weeks
6	Lectures	Lectures and discussions on how to operate a television news room	6	Throughout the class

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks
1	Class Participation	1, 5, 6	5	
2	Class exercises on TV news writing and TV news delivery/anchoring in English and Chinese	2, 3, 4, 5	5	
3	Class exercise on TV news editing	1, 2, 3, 4, 5, 6	10	
4	2 Quizzes on knowledge and skills on TV news production and newsroom operation	3, 4, 6	30	
5	Group project of a TV newscast in a "live" studio environment	1, 2, 3, 4, 5, 6	50	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Class exercises on TV news writing and TV news delivery/anchoring in English and Chinese

Criterion

1.1 Ability to write a television news story based on information from news agency, which includes visual and soundbite materials

1.2 Ability to do professional voice-over and live news anchoring based on the written script

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

No show or all wrong answers

Assessment Task

Class exercise on TV news editing

Criterion

2.1 Ability to edit raw news footage to tell a coherent news story that meets professional standards

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Quizzes on knowledge and skills on TV news production and newsroom operation

Criterion

3.1 Ability to conduct anchoring from live newsroom environment

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group project of a TV newscast in a “live” studio environment

Criterion

4.1 Ability to set up a team of news production crew with detailed division of labour among team members; such as anchor, producer, camera-person, etc.

4.2 Ability to complete the pre-production of a TV newscast, which includes the writing and editing of individual news stories as well as the necessary visual effects for some stories;

4.3 Ability to conduct a “live” broadcast of a TV newscast with smooth and seamless transition.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Class Participation

Criterion

5.1 Ability to participate in class discussion and use e-learning software to interact with the course instructor

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Television news, journalism, news editing, television news production, electronic news, non-linear editing, visual story telling, visual effect, newsroom operation, newscast, broadcasting

Reading List

Compulsory Readings

	Title
1	Fred Shook, John Larson, & John DeTarsio (2008). Television Field Production and Reporting (5th ed.). Allyn & Bacon.
2	Schultz, B. (2005). Broadcast news producing. Thousand Oaks, Calif. Sage.
3	Silcock, B. W., Heider, D., & Rogus, M. T. (2007). Managing television news: a handbook for ethical and effective producing. Mahwah, N.J.: Lawrence Erlbaum Associates.
4	Broadcast News Writing, reporting, and producing/Frank Barnas and Ted White. Burlington, MA: Focal Press, 2013 6TH Edition.

Additional Readings

	Title
1	Hemmingway, E. (2008). Into the newsroom: exploring the digital production of regional television news. London ; New York: Routledge.
2	Keirstead, P. O. (2005). Computers in broadcast and cable newsrooms: using technology in television news production. Mahwah, N.J.: L. Erlbaum.
3	Schroeder, A. (2009). Writing and producing television news: from newsroom to air. New York: Oxford University Press
4	Thompson, R., & Malone, C. (2004). The broadcast journalism handbook: a television news survival guide. Lanham, Md.: Rowman & Littlefield.
5	Wolsky, T. (2005). Video production workshop. San Francisco, CA: CMP Books; Distributed by Publishers Group West.
6	Zalbertus, A., & Rosenblum, M. (2004). Video journalism: the digital revolution. Berlin: Uni-Edition.
7	石長順 (2006)。電視新聞編輯與製作。中國：中南大學出版社。
8	劉進圖、黃智誠(2008)。傳播法手冊(第二版)。香港：香港新聞行政人員協會
9	Producers' Guidelines of Radio Television Hong Kong (RTHK). 香港電台節目製作人員守則(1999)。(You can download from this website: http://rthk.hk/about/guide/index.htm)
10	香港廣播事務管理局電台電視業務守則。(You can download from this website for details of the codes and practices for local television stations: http://www.hkba.hk/en/doc/code_tvprog_e.pdf)