

COM4309: RADIO NEWS PRODUCTION

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Radio News Production

Subject Code

COM - Media and Communication

Course Number

4309

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

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details**Abstract**

The course aims to let students discover knowledge and skills of radio news production and teach them how to produce and present news and commentary on current affairs in both English and Chinese. Special emphasis will be placed on radio news editing and production, radio newsroom operation, and effective use of audio production equipment. 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 also learn the legal and regulatory compliance of radio, as well as the theories that explains radio in a social and cultural context. Upon completion of the course, the students are expected to be able to perform the tasks as a professional journalist in the traditional radio news and new media industry.

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 radio news production	10	x	x	x
2	Operate digital audio equipment to gather and process news information	10		x	x
3	Demonstrate basic knowledge and skills of recording and mixing in radio news production	10	x	x	x
4	Use a computer and related software to process audio information and produce a radio news story package	10		x	x
5	Write news stories in Chinese and English in line with the professional standard of radio news industry	10	x	x	x
6	Produce radio newscasts of professional quality that are acceptable for broadcasting through traditional and new 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 real-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 radio news production	1	2 weeks
2	Lectures	Lectures and demonstrations on how to work efficiently in processing audio information and edit a radio news story package	2, 3, 4	3 weeks
3	Demonstration and exercises	Demonstration and exercises on recording, mixing, editing and Internet streaming in radio news production in English and Chinese	3, 4	2 weeks
4	Lectures	Lectures and class discussions on news writing and editing	5	2 weeks
5	Lectures	Lectures and class discussions on how to work as a radio news editor and producer in a newsroom	5, 6	3 weeks
6	Lectures	Lectures and discussions on how to operate a radio newsroom	6	Throughout the class

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Radio newscast and news production critiques	1, 5, 6	10	
2	Class exercises on audio recording and mixing	3, 4	10	
3	Class exercises on editing, audio effects and Internet streaming	5	15	
4	Class exercises on news writing and editing in Chinese and English	3, 4, 5, 6	10	50% of the writing exercise in Chinese
5	Production of radio story packages and newscast	3, 5, 6	35	50% of the story package assessment in Chinese

6	Two quizzes on knowledge and skills on radio news production and newsroom operation	1, 2, 3, 4, 5	20	
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Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

In-class quizzes (2 quizzes in one semester)

Criterion

Ability to understand the concepts and principles of radio news in the local media industry

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching the marginal levels

Assessment Task

Writing and editing of a radio news story

Criterion

Ability to write and edit a radio news story suitable for professional broadcast

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching the marginal levels

Assessment Task

Group project and presentation

Criterion

3.1 Ability to produce a “live” broadcast of radio newscast (10’) in a studio environment

3.2 Ability to produce a “taped” or “live” radio program, such as talk show, musical program, etc.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching the marginal levels

Part III Other Information**Keyword Syllabus**

Radio news; News production; Audio production; Recording; Radio mixing and editing; Electronic news; Audio effect; Radio newscast; Broadcast news

Reading List**Compulsory Readings**

Title	
1	Carl Hausman, Philip Benoit, Lewis B. O'Donnell (2004). Modern radio production: production, programming, and performance. Belmont, CA: Wadsworth/Thomson.
2	Chris Priestman (2002). Web radio: radio production for Internet streaming. Oxford; Boston: Focal Press.

Additional Readings

Title	
1	Bliss, E. (1991). Now the news: the story of broadcast journalism. New York: Columbia University Press.
2	Ha, L., & Ganahl, R. J. (2007). Webcasting worldwide: business models of an emerging global medium. Mahwah, NJ: Lawrence Erlbaum.
3	Kern, J. (2008). Sound reporting: the NPR guide to audio journalism and production. Chicago: University of Chicago Press.
4	Raiteri, C. (2006). Writing for broadcast news: a storytelling approach to crafting TV and radio news reports. Lanham, Md.: Rowman & Littlefield Publishers.
5	Schultz, B. (2005). Broadcast news producing. Thousand Oaks, Calif.: Sage.
6	陸錫初 (1995)。廣播新聞編輯教程。北京：中國廣播電視出版社。
7	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

8	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)
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