

**SEWARD COUNTY COMMUNITY COLLEGE  
COURSE SYLLABUS**

**I. TITLE OF COURSE:** SP1503- Introduction to Broadcasting

**II. COURSE DESCRIPTION:** Three **credit hours**  
Three **credit hours of lecture and Zero credit hours of lab per week.**

Introduction to Broadcasting is a lecture course with hands-on components and on-air opportunities in the professional field of broadcasting. Emphasis will be placed on writing and construction of broadcast news, with study in other areas of broadcasting, including current broadcast media.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

Pre-requisite: None

**III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:**

Division Statement: The mission of the Humanities and Social Sciences is to foster an appreciation of the role that the humanities and social sciences has played in the evolution of civilized society and to explore the ways that an understanding of theory and practice in philosophy, the social and behavioral sciences, the fine arts, and written and oral expression will enable students to participate thoughtfully in a global society.

Department Mission Statement: The Speech Department of Seward County Community College helps students develop and enhance their communication skills in order for them to contribute more effectively to their academic, community, and work environments.

**IV. TEXTBOOK AND MATERIALS:**

Tuggle, C. A., Carr, Forrest and Huffman, Suzanne Broadcast News Handbook. Boston: McGraw Hill, 2001.

**V. SCCC OUTCOMES**

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

I: Read with comprehension, be critical of what they read, and apply knowledge gained to real life

III: Communicate their ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

**VI. COURSE OUTCOMES:**

1. Students should gain an understanding of today's media and of news treatment, elements, principles, and ethics.
2. Students should show practical understanding of the rudiments of news writing by understanding and writing story leads, organizing and developing news stories, using and attributing quotations, and studying the qualities of good writing.
3. Students should learn how to prepare for and conduct interviews.
4. Students should learn how to prepare a news cast with a deadline.

5. Students must show competency in use of news elements in the actual story choice, then develop the story with proper leads and story arrangement.
6. Students must show competency in news writing skills according to directed news style in writing assignments.
7. Students must show competency by actually using electronic, written or live sources to gather information.
8. Students must show competency by conducting an interview which is well thought out and easy to understand.

## **VII. COURSE OUTLINE:**

1. Active Voice Writing Style
2. Interviewing
3. Organizing a Newscast
4. Radio
5. Broadcast Television
6. Cable and Satellite Television
7. Internet
8. Business Practices
9. Laws and Regulations
10. Ethics and Effects
11. Advertising

## **VIII. INSTRUCTIONAL METHODS:**

1. Interviews prepared for each class period
2. Prepare newscasts
3. Class lectures
4. Quizzes on text book material
5. Examinations
6. Course Blog

## **IX. INSTRUCTIONAL AND RESOURCE MATERIALS:**

1. Assigned Textbook
2. Digital Recording device

## **X. METHODS OF ASSESSMENT:**

Outcome 1:

1. Students will have assigned reading and will be tested over their comprehension and knowledge of the material. Also, students will be required to find appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

2. Students will be required to prepare and communicate a project, which will be written as well as presented orally to the class, the content of which each student must research and expound to specifically fit the individual nature of the project. They will also maintain written journals on media topics.

Outcome 3:

1. Students will be required to prepare and communicate a project, which will be written as well as present orally to the class, the content of which each student must research and expound to specifically fit the individual nature of the project.

**XI. ADA STATEMENT:**

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.

Syllabus Reviewed: 09/20/2018 16:19:10