

**SYLLABUS  
MEDIA ANNOUNCING  
MCOM 113  
Fall 2008**

Course: MCOM 113 Sec. 3528

Location & Times: 253 12:30 – 2:45 Tuesday & Thursday

Instructor: Prof. E. Wirig Rm 20-207 (619) 644-7465

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Office Hours: Tuesday 8:00-10:50 and Thursday 8:00-9:50 or by appointment

Course Description: Preparation and Delivery of materials created by the student, or adapted from other works, before the microphone and/or camera. Participation in productions for radio and television.

Objectives: Upon completion of the course the student should have learned how to:

- a. Develop his/her own potentialities as a media personality.
- b. Analyze and amend script-writing options to tailor material to his/her own individual style.
- c. Acquire necessary skills to read and perform from scripts prepared by other writers.
- d. Formulate techniques of effective on-camera presentation, including posture, dress and presence.

Text: *Announcing-Broadcast Communicating Today*—Hausman, O'Donnell, Benoit

Additional Materials: Two 60-minute high quality cassette tapes

Assignments/Grading:

4 In Class Presentations 100 pts each/400 pts total

2 Audio Recorded Presentations 100 pts each/200 pts total

2 Video Recorded Presentations 100 pts each/200 pts total

Term Paper 100 pts

4 Quizzes 25 pts each/100pts total

Mid-Term Exam 100 pts

Final Project 200 pts

Final Exam 100 pts

**TOTAL POINTS POSSIBLE: 1400 pts A=1400-1260 B=1259-1120 C=1119-980 D=979-840 F= 839 and below**

**Attendance Policy:** Attendance will be taken at the beginning of each class/lab session. Students are required to attend all class and lab sessions. Students will be counted as absent after the first 15 minutes of class. Students will be marked absent after attendance is taken. If a student misses more than 5 class/lab sessions during the semester, the student may be administratively dropped from the course, or could receive a failing grade. If a student is late more than 6 times during the semester, the student will either be dropped or receive a failing grade. It is the responsibility of the student to keep abreast of all deadlines and assignments, and will be the student's responsibility to meet all deadlines in any instance. Please notify me before the class/lab meets if you are going to be absent.

**Student Conduct:** It is expected that all that attend Grossmont College will act collegially, and in a responsible, adult manner. Students are expected to read the Student Code of Conduct Policies, found in the current catalog. Constant disruptive behavior that the instructor feels may or is disturbing to others or the learning processes will be referred to the proper administrator for disciplinary action.

**Disability Awareness:** Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact DSPS early in the semester so that reasonable accommodations may be implemented as soon as possible. DSPS is located in room 110 and you can contact them by phone at 644-7112 or 644-7119 (TTY)

**Academic Integrity:** Cheating, stealing of any nature or kind, plagiarism and other acts of academic dishonesty will not be tolerated. Any student caught participating in such practices will fail the course and be subject to disciplinary action by the college.

LATE ASSIGNMENTS WILL NOT BE ACCEPTED ALL STUDENTS MUST ATTEND THE FINAL EXAM

All Cell phones and other electronic communication devices must be turned off when entering the classroom. The Syllabus and schedule may change to meet our needs throughout the semester.

### Schedule

WEEK 1 Intro to Course and Basic Techniques  
8/26

WEEK 2 Communicator in Modern Media  
9/2 Ch 1  
**1st Class Presentation 100 pts**

WEEK 3 Improving Your Voice  
9/9 Ch 2

WEEK 4 Understanding the Message  
9/16 Ch 3  
**2nd Class Presentation 100 pts**

WEEK 5 Communicating the Message  
9/23 Ch 4

WEEK 6 American Language Usage  
9/30  
**3rd Class Presentation 100 pts**

WEEK 7 Radio Staff Announcing  
10/7 Ch 5  
**4th Class Presentation 100 pts**

WEEK 8 Performance & **Mid-Term Exam 100 pts**  
10/14

WEEK 9 Exam Review- TV/Radio News  
10/21 Ch 6

WEEK 10 News Announcing  
10/28 Ch 7

WEEK 11 Commercials and Acting  
11/4 **1<sup>st</sup> Audio Recorded Assignment Due  
100pts (TUES)**

WEEK 12 Planning for Final Project  
11/11 **1<sup>st</sup> VIDEO RECORDED  
PRESENTATION 100pts (Thur)**

WEEK 13 Polishing your Skills and Careers  
11/18 Ch 11 & 12  
**2<sup>nd</sup> Recorded Assignment Due**

WEEK 14 Interviewing  
11/25 Ch 8  
**No class 11/27 HAPPY THANKSGIVING**

WEEK 15 Project Summaries  
12/2

**2nd Video Recorded Presentation 100 pts  
PAPER DUE 100 pts**

Week 16 Open for Projects  
12/9

**FINAL PROJECTS DUE 12/11 by 2:00 pm  
200 pts**

**FINAL EXAM: Thursday Dec 18<sup>th</sup>, 11:30-1:30**

**ALL STUDENTS MUST ATTEND FINAL  
EXAM  
NO MAKE UP EXAM WILL BE GIVEN**