

COURSE: JRN 1100-A: INTRODUCTION TO BROADCAST MEDIA TECHNIQUES  
AND TECHNOLOGY

LECTURER: PROF. KEZIAH GITHINJI

CREDIT: 3 HRS

E-MAIL: [kwangui@usiu.ac.ke](mailto:kwangui@usiu.ac.ke)

CONSULTANCY HOURS: MONDAY/WEDNESDAY 11AM -1PM

---

### Course Description.

This comprehensive course offers an in-depth introduction to the fundamental techniques and technologies used in broadcast media production. It is designed to equip students with the skills and knowledge necessary to excel in various roles within television, radio, and digital media production. The course covers both theoretical concepts and practical applications, ensuring that students are well-prepared for the dynamic and ever-evolving media industry.

### Mission Statement for the Journalism Program

The mission of the (USIU) Journalism Program is to equip students with the requisite intellectual, technical and ethical knowledge and skills for successful careers in Journalism and Public Relations, and for them to function effectively in an increasingly technological, multi- cultural and globalised world.

### Purpose of the course

The primary purpose of the "Introduction to Broadcast Media Techniques and Technology" course is to provide students with a comprehensive understanding of the essential techniques and technologies used in broadcast media production. This course aims to:

**Equip Students with Practical Skills:** Through hands-on projects and practical assignments, students will gain proficiency in using broadcast media equipment and software, preparing them for real-world production environments.

**Enhance Theoretical Knowledge:** Students will learn about the history, evolution, and key concepts of broadcast media, enabling them to understand the broader context and significance of their work.

**Foster Creativity and Innovation:** By encouraging the development and production of original content, the course aims to nurture students' creative abilities and innovative thinking in television, radio, and digital media.

**Prepare for Industry Roles:** The course is designed to prepare students for various roles within the media industry, such as producers, directors, editors, and technical operators, by providing a well-rounded education that combines both theory and practice.

**Promote Critical Analysis:** Students will learn to analyze and critique broadcast media content from both technical and creative perspectives, helping them to develop a critical eye and improve the quality of their own work.

**Adapt to Technological Advancements:** The course covers emerging technologies and the impact of digital transformation on broadcast media, ensuring that students stay current with industry trends and advancements.

#### **Course Learning Outcomes:**

1. **Technical Proficiency:** Students will demonstrate the ability to effectively use and manage broadcasting equipment and software, including cameras, microphones, sound recording devices, and editing tools.
2. **Effective Communication:** Students will develop strong voicing, scriptwriting, and presentation skills, enabling them to create engaging and professional broadcast content.
3. **Content Creation and Production:** Students will gain experience in planning, producing, and editing various types of broadcast programs, including news segments, interviews, and documentaries.
4. **Ethical and Professional Standards:** Students will understand and apply broadcast regulations, standards, and ethical considerations in their work, ensuring responsible and professional media production.

#### **Program Learning Outcomes:**

1. **Technical Proficiency in Media Production:** Graduates will demonstrate advanced skills in using and managing media production equipment and software.
2. **Communication and Presentation Skills:** Graduates will be able to effectively communicate and present information through various media formats, tailored to diverse audiences.
3. **Creative and Analytical Thinking:** Graduates will develop innovative and analytical approaches to content creation and problem-solving in media production.
4. **Ethical and Responsible Media Practices:** Graduates will adhere to ethical standards and regulations in media production, ensuring the integrity and credibility of their work.

### Mode of delivery

The class will require the input of all students on a regular basis considering the intensity of the course and current circumstances.

### Course Procedures

Mode of instruction will comprise of lectures, discussions, and group presentations based on assigned readings. Important to note is that this course is both hands- on and student-focused. Significant amounts of readings are required.

Students are encouraged to use their time to process content received outside of class and materials they have created themselves.

Students are expected to attend online class sessions and be punctual.

The course will also have a technical practical element that will demand use of video and audio recording sessions.

The students are encouraged to be in working groups (this will be communicated)

### Expectations:

Produce Quality Work. Projects, assignments and presentations must not only show signs of intelligent thought and creativity, but you must also reveal improvement throughout the course. In order for this to occur, time and effort will be mandatory.

Plagiarism. Any idea or written material borrowed for any academic paper must be attributed to the source through correct APA citation as recommended by the University. Failure to do this will automatically disqualify a student's work.

Late Assignments. All projects and assignments shall be handed in in due time as discussed in class. Thereafter, the penalty shall be 3% of the assignment grade per day for the first two days and 1.5% per day thereafter, including weekends. Assignments that are more than one week late will not be accepted and a zero grade will be automatically assigned to such assignments.

## **TOPICS**

### **Week 1: Introduction to Broadcast Media**

### **Week 2: Basics of Radio and Television**

- Stages of television production
- Introduction to radio and television broadcasting
- Key components and functions of radio and TV studios
- Overview of broadcast equipment and technology

### **Week 3: Camera Operations**

- Types of cameras and their functions
- Camera angles and movements
- Basic camera operations and maintenance

### **Week 4: Lighting Techniques**

- Importance of lighting in broadcast media
- Types of lighting (key light, back light, fill light)
- Practical lighting setup and techniques

### **Week 5: Audio Equipment and Techniques**

- Types of microphones and their uses
- Audio mixing and sound engineering
- Techniques for capturing clear audio

### **Week 6: Video Editing Basics**

- Introduction to video editing software
- Basic editing techniques and workflows
- Transition effects and audio synchronization

## **Week 7: Mid-semester exams**

## **Week 8: Studio Set-Up and Production**

- Preparing the studio for live and recorded productions
- Studio management and safety protocols
- Practical studio set-up exercises

## **Week 8: Directing for Broadcast Media**

- Roles and responsibilities of a director
- Techniques for directing live broadcasts
- Script breakdown and scene planning

## **Week 9: Field Production**

- Introduction to electronic news gathering (ENG)
- Equipment and techniques for field production
- Conducting interviews and capturing footage on location

## **Week 10: Broadcast Regulations and Ethics**

- Overview of broadcast regulations and standards
- Ethical considerations in broadcast journalism
- Case studies and discussion on ethical dilemmas

## **Week 11: Multi-Camera Productions**

- Basics of multi-camera setups
- Coordinating multiple cameras for live broadcasts
- Practical exercises in multi-camera production

## **Week 12: Advanced Editing Techniques**

- Advanced video editing techniques
- Special effects and graphics integration
- Color correction and audio enhancement

## **Week 13: Broadcast Journalism and Storytelling**

- Techniques for effective storytelling in broadcast media
- Writing scripts for radio and television
- Producing news packages and features

#### Week 14: Final Project and Presentation

- Students work on a final broadcast project
- Presentation of projects to the class

SUBJECT		MARKS
Attendance and participation		10%
Class Assignments	Group work	15%
	Individual term paper	15%
	Individual work (project)	10%
Mid semester Examination		20%
Final project		30%
<b>TOTAL</b>		<b>100%</b>

#### USIU GRADING SYSTEM

A	90-100	C	70-73
A-	87-89	C-	67-69
B+	84-86	D+	64-66
B	80-83	D	63-62
B-	77-79	D-	60-61
C+	74-76	F	0-59

#### Core Reading list

1. Fischer, W. (2020). *Digital video and audio broadcasting technology: A practical engineering guide* (4th ed.). Springer.

2. Hausman, C., Benoit, P., Messere, F., & O'Donnell, L. (2021). *Broadcast news writing, reporting, and producing* (8th ed.). Taylor & Francis.
3. Tompkins, A. (2021). *\*Dynamics of news reporting and writing: Foundational skills for a digital age\** (2nd ed.). SAGE Publications US.

**Please note that, while a syllabus is contract between the students and the professor on the mode of instruction in a given semester, the professor retains the right to change the syllabus at any time at their own professional discretion to better meet the emerging learning needs of the present ongoing class.**

**Let's make this a great semester**