**JCO 4102** **ELECTRONIC MEDIA EDITING, PRODUCTION AND PERFORMANCE**

**COURSE NAME: ELECTRONIC MEDIA EDITING, PRODUCTION AND PERFORMANCE**

**COURSE CODE: JCO 4102**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

This course is designed to enable students to develop competencies in editing, producing, and presenting information and news in electronic-based media using appropriate technologies, tools, and techniques. Students are also introduced to the elements of on-air performance. Focusing on electronic-based media allows for the development of a coherent set of skills in a systematic way. The course is hands-on and output-oriented. Students are expected to demonstrate knowledge and creative approaches in the use of radio, television, online, and other emerging digital media forms. Students will develop story ideas, assign stories, write, edit, line up and perform newscasts, host, do tape talks, prepare mini- documentaries, and conduct studio and field interviews.

**Course Objectives:**

1. To enable students master the techniques of editing, producing and performing for radio and TV.

2. To enable students produce work of broadcast quality.

**Course Outline:**

1. Introduction to audio-visual editing: manual (tape editing) vs. digital editing

2. Editing techniques: learning to use various editing software e.g. Adobe

Audition

3. Recording techniques: recorders and cameras, principles, uses and misuses.

4. Mic: various kinds, principles and usages

5. Voice training

6. Hands-on practice with various equipment: video audio mixer board, telephone recording, live telephone recording, knowing the ABC of transmitters, etc

7. Preparation of news bulletins

8. Advanced editing and production techniques

9. Work on multi-track system: inserting audio file in multi-track, naming tracks, auditioning tracks, track controls, adjusting volumes and pans, recording in multi-track view, track properties, mix down to track, wave blocks, edit wave form, loop properties

10. Video editing techniques, editing cuts, etc

11. Adobe Audition: effects, normalize, noise reduction, fade in, fade out, EQ, compression, threshold, ratio, output gain compensation, attack time, release time, reverb, total reverb length, mixing

12. Adobe Audition: trouble shooting: solving and managing various problems faced during operation, video editing, transition and effects, video graphics and titles etc

13. Features and documentaries: types and formats, characteristics, themes

14. Talk shows, road shows, audience feedback, live crosses, natural sounds, etc

15. Presentation: sharpening the presentation skills, time management, phone-ins and live activities

16. Knowing audience preferences and choices: requests for advice and information, post box, guest announcers, interviewee, vox pops, village visits, panel discussions, group interview, audience as spectators, talent guests, mobile studio, listening groups, independent programmes etc

17. Audience survey and feedback techniques

**Learning Outcomes:**

By the end of the course, the students should be able to:

1. Produce a news report or interview that meets professional standards.

2. Begin work on the editing or production staff of a radio or television news program or online outlet.

**Methods of Teaching/Delivery:**

• Interactive lectures

• Demonstrations

• Portfolios

• Workshops

• Group and individual presentations

• Lab work

**Methods of Assessment:**

• Progressive assessment 100%

**Readings/Reference Materials/Learning Resources:**

• Cohler, D. K. (1994 or latest). Broadcast Journalism: A Guide for the Presentation of Radio and Television News. New Jersey:Allyn & Bacon, Inc.

• Geller, V. (2007). Creating Powerful Radio: Getting, Keeping and Growing

Audiences for News, Talk, Information & Personality. Focal Press.

• Kruger, F. (2006). The Radio Journalism Toolkit. London: STE Publishers.

• Quinn, S. (2005). Convergent Journalism: The Fundamentals of

Multimedia Reporting. New York: Peter Lang Publishing.