

FTVE R115: INTRODUCTION TO PODCASTING AND DIGITAL STORYTELLING

Originator

alawson

College

Oxnard College

Discipline (CB01A)

FTVE - Film, Television, & Elec Media

Course Number (CB01B)

R115

Course Title (CB02)

Introduction to Podcasting and Digital Storytelling

Banner/Short Title

Intro to Podcasting

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

This course is an introduction to all aspects of digital storytelling and podcasting. Students will produce content in the form of podcasts in formats such as talk shows, newscasts, and documentaries. Basic writing, diction, and audio editing techniques for broadcast and digital media will be covered. Ethical and legal aspects of broadcast communication and journalism are also covered. An emphasis will be placed on producing content for the public, including markup languages for submitting and hosting podcasts.

Taxonomy of Programs (TOP) Code (CB03)

0604.30 - *Broadcast Journalism

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Faculty notes on field trips; include possible destinations or other pertinent information

Field trips to local radio stations, live audio/video recordings and workshops/panel discussions.

Grading method

Letter Graded

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

35

Maximum Contact/In-Class Lecture Hours

35

Activity

Minimum Contact/In-Class Activity Hours

0

Maximum Contact/In-Class Activity Hours

0

Laboratory

Minimum Contact/In-Class Laboratory Hours

52.5

Maximum Contact/In-Class Laboratory Hours

52.5

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

87.5

Total Maximum Contact/In-Class Hours

87.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

70

Maximum Outside-of-Class Hours

70

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:	
1	Students will show a basic facility with industry standard digital media hardware and software.
2	Students will create a project that shows sensitivity to all legal and ethical issues related to digital media broadcasting.
3	Students will demonstrate their knowledge of digital storytelling by planning, recording, and publishing a podcast.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1	Produce publishable audio stories, including broadcast news segments and podcasts.
2	Demonstrate how to research, host, conduct interviews, and edit pre-recorded talk shows.
3	Apply digital media professional ethics and media law to hypothetical and real cases
4	Produce a podcast from start to finish, including the research, marketing, and distribution phases.
5	Arrange and edit voice, music, and sound effects in the creation of a radio production suitable for airplay
6	Identify digital storytelling formats, organization, terminology, and workplace responsibilities.

Course Content

Lecture/Course Content

1. Role of Journalists as audio storytellers
 - a. Introduction to professional responsibilities
 - i. Code of ethics
 - ii. The broadcast industry
 - iii. National Public Radio (NPR)
 - iv. Target audiences
 - v. Social media

- b. Writing for broadcast
 - i. Research techniques
 - ii. Plagiarism
 - iii. What makes good story telling?
 - i. Broadcast writing exercises
 - ii. Script writing
- 2. Interviewing for broadcasting
- 3. Equipment and Production
 - a. Working with equipment and software
 - i. Interviewing field exercises with mics and headphones
 - ii. Industry standard platforms for basic audio editing
 - iii. Exploring open source alternatives to industry standard
 - b. Editing and post-production
 - i. VOX pops
 - c. Producing live shows
 - i. Podcast formats
 - ii. Talk shows, music, and sports
 - iii. Other formats
 - iv. Hosting a news show
 - v. Running the studio
- 4. Audio Storytelling
 - a. Audio storytelling and natural sound
 - i. Natural and field exercises
 - ii. Use of music
 - iii. Use of sound effects
 - iv. Script in commercials and promotions
 - v. Basic vocal technique
 - b. Producing short radio documentaries
 - i. Research and proposals
 - c. Introduction to narrative audio storytelling and longer story forms
 - i. Use of narration
 - ii. Radio documentaries
 - iii. NPR
 - d. Law and ethics
 - i. Copyright issues
 - ii. Federal Communications Commission (FCC) regulations
 - iii. Radio and the internet
- 5. Introduction to Webcasting
 - a. Basic markup languages
 - b. Web hosting
 - c. Podcast statistics

Laboratory or Activity Content

1. Overview of audio production for broadcast, including microphones, mixers, and recording equipment and software.
2. Scripting techniques
3. Audio editing techniques.
4. Basic and digital production techniques.
5. Basic vocal techniques.
6. News broadcasting.
7. Conducting interviews.
8. Applying HTML and XML for podcast hosting.

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

- Skills demonstrations
- Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams
 Essays
 Film/video productions
 Group projects
 Individual projects
 Laboratory activities
 Projects
 Quizzes
 Skills demonstrations
 Skill tests

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
 Computer-aided presentations
 Collaborative group work
 Class activities
 Class discussions
 Distance Education
 Demonstrations
 Field trips
 Group discussions
 Guest speakers
 Instructor-guided interpretation and analysis
 Instructor-guided use of technology
 Laboratory activities
 Lecture
 Small group activities

Describe specific examples of the methods the instructor will use:

1. Audio demonstrations covering microphone placement and the use of audio recording devices.
2. Lectures on historical audio applications and podcasting systems.
3. Demonstrations and recordings presenting post-production audio software use (Pro Tools, Adobe Audition, and various audio recording software).
4. Presentation and demonstration using audio recording accessories including pop screens, various microphone stands and interface devices.
5. Instructor-led screenings and media presentations showing current audio/podcasting production practices.
6. Instructor-led discussions and class analysis of student work and media/film screenings.

Representative Course Assignments

Writing Assignments

1. Writing news for broadcast and two column scripts in proper format for recording video/audio podcasts.
2. Writing narration and voice-over text for podcasts and producing audio narratives.
3. Writing scripts and outlines for podcasts.
4. Creating interview questions and outlines.
5. Written assignments detailing the application and development of the history of radio and Internet radio practices.

Critical Thinking Assignments

1. Written critiques of podcasts, audibles and audio narratives such as StoryCorps recordings.
2. Study and research on the history of VOX pop and National Public Radio (NPR) culminating in a audio/visual presentation.
3. Compare and contrast radio broadcast to podcast/online media content.
4. Compare and contrast of current Federal Communications Commission regulations, copyright laws, and ethics with past regulations.

Reading Assignments

1. Textbook chapters and assigned textbook readings.
2. Podcast scripts

3. Trade magazine articles, journals related to podcasting, audio narratives, and online audio content.
4. Case studies

Skills Demonstrations

1. Proper microphone selection and placement.
2. Proper use of both studio and field audio equipment such as mixers and field recorders.
3. Skills and techniques related to audio software.
4. Screenwriting techniques.
5. Audio editing techniques.
6. Basic and digital production techniques.
7. Basic vocal techniques.
8. News broadcasting skills for both traditional radio and web-based broadcasting.
9. Interview techniques and practice.
10. Applying HTML and XML for podcast hosting.

Other assignments (if applicable)

1. Record content and perform narration in-class.
2. Host a podcast
3. Listen to podcasts and provide critical reviews.

Outside Assignments

Representative Outside Assignments

1. Record content and perform narration in-class.
2. Host a podcast.
3. Listen to podcasts and provide critical reviews.
4. Study and review of radio documentaries; audibles and StoryCorps archive audio recordings.
5. Complete assignments presenting details on podcast marketing and audience measurement (podcast statistics).
6. Field and natural exercises recording interviews in the field.
7. Foley and sound effects creation for podcasts.

District General Education

- A. Natural Sciences**
- B. Social and Behavioral Sciences**
- C. Humanities**
- D. Language and Rationality**
- E. Health and Physical Education/Kinesiology**
- F. Ethnic Studies/Gender Studies**

CSU GE-Breadth

- Area A: English Language Communication and Critical Thinking**
- Area B: Scientific Inquiry and Quantitative Reasoning**
- Area C: Arts and Humanities**
- Area D: Social Sciences**
- Area E: Lifelong Learning and Self-Development**

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

- Area 1: English Communication**
- Area 2A: Mathematical Concepts & Quantitative Reasoning**
- Area 3: Arts and Humanities**
- Area 4: Social and Behavioral Sciences**
- Area 5: Physical and Biological Sciences**
- Area 6: Languages Other than English (LOTE)**

Textbooks and Lab Manuals

Resource Type

Textbook

Description

Passman, Donald (2015). *All you need to know about the music industry* (9). Simon and Schuster.

Resource Type

Textbook

Description

Richter, Willian (2006). *Radio: A Complete Guide to the Industry* . Peter Lang (latest edition).

Resource Type

Textbook

Description

Kern, J. (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production*. NPR (latest edition).

Resource Type

Textbook

Description

Hendricks, John Allen and Mims, Bruce (2014). *Keith's Radio Station: Broadcast, Internet, and Satellite* (9th). Focal.

Resource Type

Textbook

Description

Hausman, Carl et al. (2015). *Modern Radio and Audio Production: Programming and Performance* (10th). Wadsworth.

Resource Type

Other Instructional Materials

Description

Podcasts.

Resource Type

Textbook

Classic Textbook

No

Description

Olmsted, Jill (2019). *Tools for Podcasting* (1st). American University Washington, DC. OER. Creative Commons Attribution-Non-Commercial.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Additional learning content including sample radio/podcast scripts and outlines, video clips and audio tips presented via discussions and LMS assignments.
Other DE (e.g., recorded lectures)	Additional recorded lectures covering audio interface strategies, recording techniques, audio editing software demonstrations presented via LMS.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Additional learning content including sample radio/podcast scripts and outlines, video clips and audio tips presented via discussions and LMS assignments.
Other DE (e.g., recorded lectures)	Additional recorded lectures covering audio interface strategies, recording techniques, audio editing software demonstrations presented via LMS.
Video Conferencing	Collaborative audio recording projects and podcasts. Students will use online tools to share and co-produce audio projects and podcasts. Students will use remote tools (zoom, google hangouts, Skype, etc.) to produced audio and podcast content.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Additional learning content including sample radio/podcast scripts and outlines, video clips and audio tips presented via discussions and LMS assignments.
Other DE (e.g., recorded lectures)	Additional recorded lectures covering audio interface strategies, recording techniques, audio editing software demonstrations presented via LMS.
Video Conferencing	Collaborative audio recording projects and podcasts. Students will use online tools to share and co-produce audio projects and podcasts. Students will use remote tools (zoom, google hangouts, Skype, etc.) to produced audio and podcast content.
Synchronous Dialog (e.g., online chat)	Live microphone and audio device demonstrations. Synchronous video presentations and chats focused on audio editing software and lectures covering all aspects of radio broadcasting and podcasting.

Examinations

Hybrid (1%–50% online) Modality

Online
On campus

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

BROADCASTING TECHNOLOGY

Additional Minimum Qualifications

Minimum Qualifications

Journalism

Mass Communication

Communication Studies (Speech Communication)

Review and Approval Dates

Department Chair

04/17/2020

Dean

04/17/2020

Technical Review

04/22/2020

Curriculum Committee

04/22/2020

Curriculum Committee

05/13/2020

CCCCO

MM/DD/YYYY

Control Number

CCC000588018

DOE/accreditation approval date

MM/DD/YYYY