

RTV 6237 Visual Storytelling and Production II

Syllabus

Course objective

This course is a continuation of the course RTV 6309 Visual Storytelling and Production. Students will learn broadcast and webcast techniques, professional shooting, video editing, newscast and segment production. Students will learn to operate studio systems similar to those found in the media industry (legacy media and digital media). They will also receive the basic training to do on camera reporting, in the studio and on the field.

Student learning objectives

Students should learn to:

- Make news judgments, setting realistic time allocations and the news agenda, with style, rhythm and creativity
- Produce specialty segments, such as entertainment, fashion, sports, and health.
- Include live reports in the newscast or webcast and interact with the anchor.
- Should be able to incorporate graphics to aid understanding.
- Understand and use ratings and research.

Learning outcomes

- Produce a short newscast or webcast
- Write voice overs (VO), sound on track (SOT), VO/SOTs, insert news packages, write openings, closings, leads, and teasers.
- Design and incorporate graphics
- Make editorial decisions based on ratings and marketing research
- Report live on camera

Major topics

- News broadcasting
- News webcasting
- On camera live coverage
- Local, national and international broadcast
- Agenda setting
- News framing
- Ratings and research
- Media management
- Online video

- Mobile video
- News on demand
- Legacy broadcasters
- Digital webcasters
- Social media
- IPTV News
- Media habits

Required readings:

Paper, Robert A. Broadcast Newswriting Style Book. Pearson E Text, Edition 5.

Smith, Dow C. Prower Producer, A Guide to TV News Producing. NW Book Market.