

COM 335 Talk Radio/Talk Television

Credit Hours: 3

In Class Instructional Hours: 3 Labs: 0 Field Work: 0

Catalog Description:

Prerequisites: Junior-Senior status

Introduction to various aspects of talk radio and talk television; differences between news reporters and talk show hosts; relationship with sales and audience analysis; attention to roles of producer, program director, and promotions.

Reasons for Addition:

(Fall 2006). This is a new course filling the need for both journalism/production and communication studies students as a modification of a previous topics course in talk radio. This proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship and professional practice. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes:	Course Content References:	Assessment:
Upon completion of this course, students will be able to:		
1. Prepare and produce a talk show program for both radio and television	I, II, III, IV	Simulation, writing assignments, quizzes, exams
2. Demonstrate interview skills for on-air interaction with guests	IV	Field experience, simulation, writing assignments, quizzes, exams
3. Critically analyze current talk radio/television programs and talk show hosts	I, II, III, IV, V	Field experience, simulation, writing assignments, quizzes, exams
4. Outline steps in scheduling and screening guests for talk radio/television program	I, II, III, IV	Field experience, simulation, writing assignments, quizzes, exams

Course Content:

- I. Overview of Talk Radio & Television
 - A. Characteristics of talk programming
 - B. History
 - 1. Talk radio
 - 2. Talk television
 - C. Personalities
 - 1. Talk radio
 - 2. Talk television
 - D. Nature of talk radio & television
 - 1. Entertainment
 - 2. News
 - 3. Social-Political Commentary
 - 4. Hybrid
- II. Evaluation
 - A. Criteria for evaluation
 - B. Principles of audience analysis
- III. Role of producer
 - A. Selecting guests
 - B. Critiquing the shows
- IV. Role of host
 - A. Topics
 - B. Stances and positions
 - C. Interviewing styles
 - D. General talk
 - E. Sports talk
 - F. Political talk
 - G. Listener opinions
 - H. Entertainment techniques
- V. Wider Environment
 - A. Interaction with sales
 - B. Interaction with news
 - C. Interaction with promotions
 - D. Social and cultural influence

Resources:

Classic Scholarship in the Field.

Carlson, B., & Cagle, J. (1997). *This broad's life: The raucous, riveting autobiography of the most outrageous radio talk-show host in America today*. New York: Pocket Books.

- Chin, S.H. (1997). *At your service -- KMOX and Bob Hardy: Pioneers of talk radio*. St. Louis MO: Virginia.
- Hutchby, I. (1966). *Confrontation talk: Arguments, asymmetry and power on talk radio*. Mahwah NJ: Erlbaum.
- King, L. (1994) *How to talk to anyone, anytime, anywhere: The secrets of good communication*. New York: Gramercy.
- Sadow, C., & Sather, E. (1998). *On the air: Listening to talk radio*. London: Cambridge University.
- Stamberg, S. (1994). *Talk: NPR's Susan Stamberg considers all things*. New York: Perigee.

Current Scholarship in the Field.

- Barker, D.C. (2002). *Rushed to judgment: Talk radio, persuasion, and American political behavior*. New York: Columbia University.
- Coleman, S. (2000). *Talk radio and democratic culture*. Burlington VT: Ashgate.
- Deweese, S.B. (2001). *Radio syndication: How to create, produce and distribute your own show*. Bellevue WA: Elfin Cove.
- Eisenstock, A. (2001). *Sports talk: A journey inside the world of sports talk radio*. New York: Atria.
- Groehler, R. (2000). *NAB Media law handbook for talk radio*. Washington DC: National Association of Broadcasters.
- Grindstaff, L. (2002). *The money slot: Trash, class, and the making of TV talk shows*. Chicago: University of Chicago.
- Keith, M.C. (2001). *Sounds in the dark: All-night radio in American life*. Ames IA: Iowa State University.
- Manga, J.E. (2003). *Talking trash: The cultural politics of daytime TV talk shows*. New York: New York University.
- Scott, G.G. (1996). *Can we talk? The power and influence of talk shows*. Yreka CA: Insight.
- Tolson, A. (2001) *Television talk shows: Discourse, performance, spectacle*. Mahwah NJ: Erlbaum.

Periodicals:

Journal of Radio
 Radio and Records
 Broadcasting magazine
 Journal of Broadcasting and Electronic Media
 Critical Studies in Mass Communication

Electronic and/or Audiovisual Resources

- Grant, B. (1996). *Let's be heard: The king of conservative talk radio speaks out to America*. [Audiocassette] Simon & Schuster.