

SPC 315 Media Performance

Credit Hours: 3

In Class Instructional Hours: 3

Labs: 3

Field Work: 0

Catalog Description:

Prerequisite: COM 205

Principles and theories of voice performance for radio and other forms of media technology; techniques for marking and reading written scripts; focus on body language and vocal nuance; application to animation, storytelling and commercial voiceovers.

Reasons for Addition or Revision:

(Fall 2006). This is a new course filling the need for both media production and speech students to gain insight and expertise into an application of speech and vocal performance in media situations. 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:
At the completion of this course, students will be able to:		
1. Understand how the human voice operates	I, II	1. Exams, in-class and out-of-class assignments, projects
2. Properly do “woodshedding” (marking copy on written scripts)	I	2. Exams, in-class and out-of-class assignments, projects
3. Explain the importance of body language and vocal nuances when performing written copy	I, II	3. Exams, in-class and out-of-class assignments, projects
4. Demonstrate competence working as talent behind the microphone and/or in front of the camera	I, II, IV	4. Exams, in-class and out-of-class assignments, projects
5. Effectively prepare for and conduct a successful studio interview	IV	5. Exams, in-class and out-of-class assignments, projects
6. Recognize the role of the voice actor and professional applications for animation, storytelling and commercial voiceovers	III, V	6. Exams, in-class and out-of-class assignments, projects

Course Content:

I. Voice-Over Basics

- A. Perform as actor and salesperson
- B. Audience
- C. Scripting
 - 1. Twist of a word
 - 2. Body language
- D. “Woodshedding” (marking copy)

II. Voice

- A. Voice-box
 - 1. Exercising the voice
 - 2. Diaphragmatic breathing
- B. Speech problems
 - 1. Diction
 - 2. Articulation
 - 3. Moderation
- C. Vocal exercises

III. Professions

- A. Radio
 - 1. Disc jockey
 - 2. News anchor
 - 3. Sports play-by-play
- B. Television
 - 1. News basics
 - 2. On-camera delivery
 - 3. Stand-up reports
 - 4. Appearance

IV. Interviewing

- A. Types of interviews
- B. Preparation
- C. Conducting interviews

V. Commercials and Acting

- A. Radio commercials
- B. Television commercials
- C. Narration
- D. Storytelling

Resources:

Classic Scholarship in the Field.

- Apple, T. (1999). *There's money where your mouth is: An insider's guide to a career in voice-overs*. Los Angeles: Lone Eagle.
- Apple, T. (1999). *Making money in voice-overs: Winning strategies to a successful career in commercials, cartoons and radio*. Los Angeles: Lone Eagle.
- Blu, S., & Muller, M.A. (1996). *Word of mouth: A guide to commercial voice-over excellence*. Beverly Hills CA: Pomagranate.
- Cronauer, A., (1990). *How to read copy: Professionals guide to delivering voice-overs and broadcast commercials*. Chicago: Bonus.
- Douthitt, C., & Wiecks, T. (1997). *Voiceovers: Putting your mouth where the money is*. Portland OR: Grey Heron.

Current Scholarship in the Field.

- Alburger, J.R. (2002). *The art of voice acting: The craft and business of performing for voice overs* (2nd ed.). Boston: Focal.
- Alten, S.R. (2005). *Audio in media* (7th ed.). Belmont CA: Wadsworth.
- Baker, J. (2005). *Secrets of voice-over success: Top voice-over actors reveal how they did it*. Boulder CO: Sentient.
- Barzman, W. (2002). *Hearing voices: Creating, voicing and producing great radio commercials*. Sherman Oaks CA: Gabriel.
- Fisher, J., & Hogan, H. (2005). *A voice actor's guide to home recording*. Boston: Artispro.
- Hausman, C. (2000). *Announcing: Broadcast communicating today* (4th ed.). Belmont CAL: Wadsworth.
- Hogan, H. (2002). *VO: Tales and techniques of a voice-over actor*. New York: Allworth.
- Hyde, S.R. (2003). *Television and radio announcing* (10th ed.). New York: Houghton Mifflin.
- Owens, G., & Lenburg, J. (2004). *How to make a million dollars with your voice*. New York: McGraw Hill.
- Reese, D., Beadle, M., & Stephenson, A. (2000). *Broadcasting announcing workbook. Performing for radio, television and cable*. Boston: Focal
- Saulsberry, S. (2004). *You can bank on your voice: Your guide to a successful career in voice-overs*. Agoura Hills CA: Tomdor.
- Shaw, B. (2000). *Voice-overs: A practical guide with CD*. London: Routledge.
- Sterling, C.J. (2002). *Stay tuned: A history of American broadcasting* (3rd ed.). Hillsdale NJ: Erlbaum.

Periodicals:

- Broadcasting and Cable magazine
Broadcast Engineering
Journal of Broadcasting and Electronic media