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.

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


**Current Scholarship in the Field.**


**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**