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.

<table>
<thead>
<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>At the completion of this course, students will be able to:</td>
<td>I, II</td>
<td>1. Exams, in-class and out-of-class assignments, projects</td>
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<td>1. Understand how the human voice operates</td>
<td>I</td>
<td>2. Exams, in-class and out-of-class assignments, projects</td>
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<td>2. Properly do “woodshedding” (marking copy on written scripts)</td>
<td>I, II</td>
<td>3. Exams, in-class and out-of-class assignments, projects</td>
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<td>3. Explain the importance of body language and vocal nuances when performing written copy</td>
<td>I, II, IV</td>
<td>4. Exams, in-class and out-of-class assignments, projects</td>
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<td>4. Demonstrate competence working as talent behind the microphone and/or in front of the camera</td>
<td>IV</td>
<td>5. Exams, in-class and out-of-class assignments, projects</td>
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<td>5. Effectively prepare for and conduct a successful studio interview</td>
<td>III, V</td>
<td>6. Exams, in-class and out-of-class assignments, projects</td>
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<td>6. Recognize the role of the voice actor and professional applications for animation, storytelling and commercial voiceovers</td>
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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.


Current Scholarship in the Field.


Periodicals:

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