

## 25337 - Specialised Communication Projects: Magazine Radio Programme

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 25337 - Specialised Communication Projects: Magazine Radio Programme

**Faculty / School:** 103 - Facultad de Filosofía y Letras

**Degree:** 272 - Degree in Journalism

**ECTS:** 9.0

**Year:** 4

**Semester:** Second Four-month period

**Subject type:** Compulsory

**Module:**

### 1. General information

Practical subject where students acquire the skills to produce programs and audio content for radio or podcast format from the original idea to the broadcast or publication of the content, facing the whole process from different roles and skills. These include project management, scriptwriting, voice-over, technical production and promotion of different types of content for different target audiences. The approaches and goals of the subject are aligned with the SDGs, to contribute to the achievement of goals 4, 5, 10, 16 and 17.

### 2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand a knowledge base of the planning, design, development stages and realization of a radio magazine project , with indicators: Apply knowledge to the analysis and development of radio projects.
- Understand, manage and apply the formal knowledge and technical processes to the production of a radio magazine, with indicators: apply the knowledge to the elaboration and design of a radio magazine; apply the knowledge to the production, production and broadcasting of a magazine.
- Ability to promote egalitarian awareness of individuals and peoples, respect for international human rights, with indicators with indicators: to determine the values of respect for human rights in news reports and other sections of the radio magazine.
- Adopt a favorable attitude towards respect for fundamental individual and collective values, with indicators: determine the values of respect for human rights in radio magazines.
- Show capacity for teamwork that facilitates the development of knowledge with cultural exchange critical and responsible, with indicators: Show collaborative skills.

### 3. Syllabus

1. History of radio and its evolution until today.
2. Grids and formats in 21st century radio. Management and programming models in Spain, Europe and the USA.
3. Internet radio. New languages for new audiences. The democratization of production.
4. Produce a radio program. From idea to realization.
5. Codes and formats in podcast production.
6. Fiction content. Idea, script, recording and postproduction.
7. Personal project of sound content.

### 4. Academic activities

1. Theoretical introductory classes that allow students to learn about the historical and social framework and the evolution of the format, as well as and the latest trends in radio programming.
2. Analysis of examples of current productions and sharing of conclusions.
3. Design of work plan with role rotation.
4. Production, editing and recording of contents with professional criteria.
5. Self-analysis of the work performed.
6. Presence of radio journalists with extensive experience to share with the students the day-to-day production.

## 5. Assessment system

### First Call.

#### *Continuous Assessment*

Active participation in the analysis of class work (20%).

Weekly realization of a radio program or sound content, in which the student will play in rotation all roles (60%).

Personal project of a program or podcast accompanied by an explanatory report of the project (20%)

#### *Global assessment*

Production of a radio magazine project that should include:

1. General concept of the program, sections, personnel required for broadcasting, budget and production plan.

30 %

2. Script model based on the current affairs topics proposed by the teacher, in which the prioritization of the units, the chosen radio genres, the program script and the specifications in the production and realization of the itself will be evaluated. 40 %

3. Recording of the pilot of the proposed program. 30 %

Common evaluation criteria: Ability to propose a coherent program, with a script that prioritizes units according to content and that includes several differentiated radio genres. Correct staging, use of personal resources and technical resources of the radio studio and correct on-air set-up.

### Second call

Global evaluation test identical to the first one.