

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School/Department:</b>	CASS
<b>Programme:</b>	BA Communications
<b>FHEQ Level:</b>	4
<b>Course Title:</b>	Sonic Media Production
<b>Course Code:</b>	COM 4410
<b>Course Leader:</b>	Sam Brooker
<b>Student Engagement Hours:</b>	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
<b>Semester:</b>	Fall
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

**Course Description:**

Radio has been called the first democratic medium, and the internet has enabled a new generation to share their message with a wide audience. This practical introductory course encourages students to work in groups on a thirty-minute audio package, whilst introducing them to concepts including social media, news programming, creative writing, interview technique and audience analysis. This course also seeks to explore the praxis between theories discussed in COM 3100 and the creative industries themselves, with a particular focus on PR and advertising.

**Prerequisites:** COM 3100

**Aims and Objectives:**

This course seeks to:

- Explore how theories discussed in COM 3100 integrate with the practical process of devising media artefacts
- Evaluate the effectiveness of sonic media production methods in conveying meaning
- Discuss methods for identifying and appealing to different social and cultural groups.
- Develop presentation and pitching techniques.

- Compare and contrast the practices of media production within radio and beyond.

**Programme Outcomes:**

A4(iii), B4 (iii), C4(i), D4 (i, ii, iii)

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- Consider how introductory media theories and concepts contextualise sonic media production
- Critically reflect on one's own consumption of media artefacts.
- Demonstrate the ability to integrate concepts with the appropriate media production methodology.
- Exhibit the ability to articulate complex concepts verbally

**Indicative Content:**

- Scriptwriting and other writing modalities
- Persuasion, Propaganda and Psychographics
- Podcasting and the Prod-User
- Workflow and self/group management
- Performance (practice and theory)
- Sound recording and audio mixing practice
- Commercial media (history and practice)
- Practical lab-based workshops

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board.

**Teaching Methodology:**

This class is taught via a combination of lab-based practice and contextualising theory sessions.

