

# DEPARTMENT OF MASS COMMUNICATIONS

## Radio and Television Announcing 335-01

### SYLLABUS

Instructor: Darwin A. Cannon  
Classroom-Edu. Buldg. Room: 164  
Office Ed. Bldg, Northeast Section  
Telephone: 662-254-3611 or 254-7923

Semester: Fall 2018  
Time/Day: 9:25 to 10:40a.m., Tues. Thurs.  
Office Hours: See Office Door  
Email: [dacannon@mvsu.edu](mailto:dacannon@mvsu.edu)

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### **Major Text book**

Hyde, S., (2009). Television and Radio Announcing, 11<sup>th</sup> Edition, Pearson Education, Allyn and Bacon.

### **Introduction**

MC 335 is a basic study of television and radio announcing for the beginning announcer. The course will give students basic announcing techniques for presenting a professional on-air presentation. Students will also become knowledgeable of historical changes in radio and television announcing practices and changes in technology.

### **Student Learning Outcomes**

1. Demonstrate professional announcing skills for television and radio broadcasts.
2. Demonstrate professional writing skills for television and radio broadcasts.

### **Other Resources**

Notes, handouts, and other items deemed necessary by the instructor.

### **Course Requirement**

A textbook is required for this class.

Radio and possibly television lab hours are needed (only if requested by instructor).

Have a jump/thumb drive, CDs-RW and DVDs RW to save all work to be turned in and for your reference.

### **Student Evaluation Criteria**

1. Class Assignments 100%
2. Quizzes 100%
3. Mid Term Exam 100%
4. Final Exam 100%
5. Major Project(s) 100%
6. Attendance 100%

Simply put all assignments and the above areas are of equal value, and will be added up and divided up to come up with the final mid-term/final grade.

### **Cheating and/or Plagiarism**

Using someone's work as if it is your original creation and/or failing to give appropriate credit to the original author on any work will carry a zero grade on that work/assignment. The second case of cheating and/or plagiarism may lead to student expulsion from the program and from the university. The university has implemented Turnitin to fight plagiarism and improve reading, writing, and research skills. Turnitin is a comprehensive plagiarism prevention system

that lets faculty quickly and effectively check all students' work. Results are based on exhaustive searches of billions of pages from currents and archived instances on the Internet.

### **Attendance Policy**

Attendance is compulsory. Three un-excused absences for a 3-hour course yield a maximum overall grade of C in this course. Students must obtain excuses for missed classes from the Office of Student Affairs Office. The excuse must be presented to the instructor in order to get an excused absence.

### **Punctuality**

In the class, the policy is that a student who comes to class 10 minutes or more after the set time of the class beginning will be treated as an absentee even if he/she stays until the end of the class.

### **ADA Policy**

Students requiring services due to a disability should contact the Office of the ADA Coordinator at 662-254-3446. A student requiring special instructional strategies should, in writing, make these needs known to the instructor during the first week of the course.

### **Other Class Policies**

1. Late assignments will be accepted only if request is made prior to due dates and instructor's consent is given.
2. Only word processed or type-written assignments will be accepted.
3. Profanity and use of offensive language will not be tolerated in this class.
4. Changes to this syllabus are possible, but you will be appropriately informed should that become necessary.

### **Course Outline/Schedule of Class Activities**

Course Outline, and activities will vary from week to week, and all assignments will be informative and pertain to chapter(s) in the suggested book for this class. We will have class in the lecture room the first half of the term, and in the campus radio station the second half.

**DISCLAIMER:** Test, Assignments, Exam Dates, and Stated Rules in this document are subject to change as deemed necessary by the instructor.

# **HAVE A GREAT AND SUCCESSFUL SEMESTER**