

# Bemidji State University

## MASC 2223: Audio Production

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Theoretical aspects of waveforms, transmission, and communication. Relationships of analog and digital media technology. Radio communication and broadcasting are discussed, including the FCC's role in broadcast operations. Students gain practical skills in the operation of audio equipment and are introduced to digital audio editing. Incorporates lecture, demonstration, and practical skill building. Lab hours required.

### B. COURSE EFFECTIVE DATES: 08/24/2009 - Present

### **C. OUTLINE OF MAJOR CONTENT AREAS**

1. Basics of the animal we call audio.
2. Manipulation, control and transferring of audio signals
3. Digital concepts of audio, sound quality and recording methods
4. History of broadcasting and how it came to be.
5. What is broadcasting all about, FCC, ownership, licensing
6. Explanation of audio broadcasting systems including internet.
7. Getting acquainted with studios, equipment, filing systems and audio computers. Practice in cueing, levels, controls and on-air methodology
8. Discussion on how to run a radio show, reading copy and voice over.
9. Radio station management, how the operation is run, department heads, control and staffing patterns.
10. Study of FCC regulations and their impact on radio operations. Where does the internet audio fit?
11. Programming and music to maximize audience potential.
12. Theory of recording and how to record audio on computers or tape. Discussion of digital audio and its relationship to the information spectrum.
13. Making and using digital audio productions using editing software
14. Making of a show promo, a commercial and a PSA..... Audio production !
15. Radio sales and promotions, tangible vs the non-tangible
16. The news/sports department and how it operates
  
17. Research, who is out there?? What do they think. How to do research and why? Research class project..
18. Traffic, billing, and the business of radio dissemination
19. Engineering and the physical plant
20. The making of a final audio project for critique grading.
21. Visiting a commercial, public or religious radio station/audio production house.
22. Writing and presenting your radio research project to the class.

### **D. LEARNING OUTCOMES (General)**

1. be familiar with the principles of audio manipulation; control and production utilizing audio edit and broadcast facilities
2. learn how a radio station operates through its departments and on-air operations
3. experience a real-time air shift on the campus radio stations
4. visit area broadcast operations and radio production work as well as developing computer audio proficiency utilizing computer programs plus internet audio interfacing.

### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

### **G. SPECIAL INFORMATION**

None noted