Eastern Illinois University
Revised Course Proposal
CMN 4500B, Topics in Electronic Media Production II

1.   Catalog Description
a) CMN 4500B
b) Topics in Electronic Media Production II
c) 2-2-3
d) Terms Offered: On demand
e) Short Title: Topics in EMP
f) Catalog Description: A detailed examination of specific theories and practices related to electronic media production. Specific topics will vary according to student demand, availability, and interest of faculty. May be repeated with a change in course content.   Prerequisites: CMN 2550 or CMN 2575 or permission of instructor.
g) Fall 2003

2.   Objectives and Evaluation of the Course
a) Course objectives: After completing this course, students will have

1. an understanding of the variety of production techniques that are appropriate for the context being studied.
2. experience using the production techniques for the context being studied.
3. criteria for evaluation of production in the context being studied.

b) The proposed course format is a rotating topics course. Students will be assessed utilizing formats most appropriate for the course. Knowledge of theoretical concepts will be assessed using exams and critical papers and application skills will be assessed using production projects appropriate for the course content. Please see attached example for the type of assignments for this course.
Technology Delivered -- NA
Course numbered 4750 to 4999 -- NA
Writing Intensive -- NA

3.   Outline of the Course
Specific course title, course outline and content will change with topic and instructor.
See attached sample.

4.   Rationale
a) Purpose and need: This course is an important addition to the curriculum in the Department of Communication Studies. Currently the department offers several general audio and video production courses. However, the opportunity to do advanced production work in a specific context is limited by the general nature of those courses.
By context, we mean different formats (e.g., documentary, short feature, animation), techniques (e.g., lighting, graphics, editing) and situations (e.g., sports, performance, PSAs, commercials). This course will allow the student to do advanced production projects in different contexts. The student will have an opportunity to focus on a specific type of production, learn the theories that apply to that context, and apply the appropriate production techniques for that context.

b) Justification of course level and prerequisites: CMN 4500 requires the student to complete advanced production projects in a specific context. The prerequisites are CMN 2525 (Electronic Production I) and CMN 2575 (Electronic Production II). These are both introductory production courses that give the student the basic audio and video production skills that are necessary to move on to the advanced course. The complexity of the projects in CMN 4500 makes the course appropriate for the 4000 level.
c) Similarity to existing courses: There are no existing courses that are similar.
d) Impact on program: This course will be an elective for Communication Studies majors.

5.   Implementation
a)   Professors Bradd, Hoerschelmann, Heumann, and Semati are qualified to teach this course
b) There is no additional cost to students
c) Texts and readings as assigned by the faculty member

6.   Community College Transfer
A community college course will not be judged as equivalent to this course.

Date approved by the Department: December 6, 2002

Date approved by the College of Arts and Humanities Curriculum Committee:

Date approved by CAA: April 3, 2003

Example Course for CMN 4500B -- SPORTSCASTING

Course Objectives
Upon completion of this course, you should be able to:
Demonstrate knowledge of the history and development of sports programming.
2. Understand how sports broadcasts are produced and transmitted.
Perform basic radio play-by-play in football and basketball.
Write and produce sports news segments for radio and television.
Identify the opportunities and challenges that face students who want to make sportscasting a career.

Recording Capability
        As part of this course, you will learn the basics of radio play-by-play announcing. In order to practice and be evaluated for your work, you must have the ability to record your play-by-play broadcasts on cassette tape. You need to either buy or borrow a portable cassette recorder and microphone and buy at least two 90-minute cassette tapes to record your work.

Assignments and Grading

EXAMINATIONS (300 points)
        Mid-Term Exam   100
        Comprehensive Final Exam   200

PAPERS (300 points)
       Football Telecast Analysis   75
       Baseball Telecast Analysis   75
       Basketball Telecast Analysis   75
       ESPN SportsCenter Analysis   75

PLAY-BY-PLAY TAPES (300 points)
       Two Football Games (50 pts & 100 pts)   150
       Two Basketball Games (50 pts & 100 pts) 150

OTHER ASSIGNMENTS (200 points)
       Taped Interview with Sports Figure   50
       Sports News Writing   50
       2 Afternoons at WEIU-TV Sports   50
       WEIU-TV Reaction Paper   50

TOTAL POINTS FOR SEMESTER   1100

Grading Scale: 90 - 100% = A
                       80 - 89% = B
                       70 - 79% = C
                       60 - 69% = D
                         0 - 59% = F

Course Outline
15 weeks of two 100 minute sessions

Class Session
Class Topic

1Introduction
2History of Sports Broadcasting
3History of Sports Broadcasting
4History of Sports Broadcasting
5 Writing for Broadcast Sports
6Radio Sports Production
7Radio Sports Production
8Television Sports Production
9Television Sports Production
10Television Sports Production
11Interviewing
12Interviewing
13Midterm Exam
14Football Play-by-Play
15Football Play-by-Play