

Eastern Illinois University  
Revised Course Proposal  
CMN 4500E, Topics in Electronic Media Production IV

1. Catalog Description
  - a) CMN 4500E
  - b) Topics in Electronic Media Production IV
  - 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 4500E -- 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

16Football Play-by-Play  
17Baseball Play-by-Play  
18Baseball Play-by-Play  
19Baseball Play-by-Play  
20Play-by-Play of Other Sports  
21Play-by-Play of Other Sports  
22Student Project Reviews  
23Basketball Play-by-Play  
24Basketball Play-by-Play  
25Basketball Play-by-Play  
26Student Project Reviews  
27Impact of Sports on Broadcasting  
28Impact of Broadcasting on Sports  
29Career Opportunities in Sports Broadcasting  
30Student Project Reviews