

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Journalism
1.5 Level of study	Bachelor
1.6 Study program / Qualification	

### 2. Information about the discipline

2.1 Discipline title	Radio Journalism						
2.2 Course lecturer	PhD. Cristina Nistor						
2.3 Seminar assistant	Mara Rusu						
2.4 Year of study	I	2.5 Semester	II	2.6. Evaluation type	E	2.7 Discipline type	DS

### 3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	112	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					18
Supplementary documentation in the library, on electronic platforms and in the field:					19
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					19
Tutorials					36
Examinations					6
Other activities:					
3.7 Total hours of individual study	56				
3.8 Total hours per semester	112				
3.9 Number of credits	5				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

### 5. Conditions (where applicable)

5.1 for the course	• Classroom, laptop, projector, speakers
5.2 for the seminar/laboratory	• Classroom, laptop, projector, speakers

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• Identification and use of language, methodologies and expertise in the science of communication</li> <li>• Identify and use specific elements of ethics and social responsibility of journalists</li> <li>• Describe different types of audience / public involved in the communication</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Evaluation in need for insertion and adaptation to market demands</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• Ensuring students skills to know radio journalism theory.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Ensuring students skills to identify different types of audience / public involved in the communication</li> <li>• Ensuring students skills to respect professional deontology</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction to radio journalism. History of the radio institution. Introducing the bibliography.	Lecture and applied case studies.	
2. The Radio Institution - local radio, regional, national and international. Radio station organization chart.	Lecture and applied case studies.	
3. Specific radio terminology. Structure of the radio programs.	Lecture and applied case studies.	
4. Radio program formats. Classification and examples.	Lecture and applied case studies.	
5. Specific techniques for the radio language. Specificity of the "radio text". General remarks on the composition of the writing.	Lecture and applied case studies.	
6. Radio News. Classification. Specific radio techniques for news gathering. Radio editorial policies	Lecture and applied case studies.	
7. Radio News. Writing and production techniques.	Lecture and applied case studies.	
8. Radio Interview. Classification. Questions. Stages of radio	Lecture and applied case studies.	

interview production.		
9. Radio Feature. Classification. Questions. Stages of radio interview production.	Lecture and applied case studies.	
10. Online radio journalism – production, broadcasting and consumption trends.	Lecture and applied case studies.	
11. Radio Industry – analysis of radio audiences and consumption.	Lecture and applied case studies.	
12. Radio Advertising – specific elements, audiences, clients, costs etc.	Lecture and applied case studies.	
13. Invited guest – a professional radio journalist.	Discussion based on questions strictly related to radio industry.	
14. Final review of the topics covered during the semester. Answering all the students' questions in order to assure the final exam.	Lecture and a Q&A session.	

**Bibliography:**

1. Ellen Ratner, Kathie Scarrah, *Ready, set, talk! : a guide to getting your message heard by millions on talk radio, talk television, and talk internet : a must-have resource for campaigns of all kinds*, Chelsea Green Pub., 2006
2. George Rodman, *Mass Media in a Changing World: History, Industry, Controversy*, McGraw-Hill Humanities Social, 2007
3. Valerie Geller, *Creating powerful radio: getting, keeping & growing audiences : news, talk, information, personality*, Focal press, 2007
4. [www.bbc.co.uk/radio/](http://www.bbc.co.uk/radio/)
5. [www.cna.ro](http://www.cna.ro)
6. [www.euranet.eu](http://www.euranet.eu)
7. [www.npr.org](http://www.npr.org)

8.2 Seminar / laboratory	Teaching methods	Observations
Introduction. Main radio institutions (local, national, international)	Will be identified, together with the students, the main radio stations. Students will be asked to present the radio station they most frequently listen to.	For the next meeting, students will be required to write a paper. They will have to describes a radio station of their own choice and to present, briefly, the history if that certain radio station.  In order to complete this, students will need to consult the bibliography and other online sources and listen during one day, the radio station they want to present. Working time: 14 hours.

History of radio stations	Presenting and checking the homework	
Radio formats	Applied case study: identification of radio formats after listening to relevant sequences from various radio stations.	For the next meeting, students will have to identify the format of a radio station of their own choice and to justify their decision with aeguments and examples. To complete this paper, students will need to consult the bibliography and other online sources and listen during one day, the radio station. Students are encouraged to record certain fragments that they can use to justify their choice. Working time: 14 hours.
Radio news	Presenting and checking the homework Listen to radio news Students will be handed press release and, in teams, they will write one radio news. They will have to present their news story in front of the class.	For the next meeting, students will have to write a radio news. The subject of this has to be an event they recently attended. In order to complete this, students will need to consult the bibliography and other online sources and listen to radio news. The news topic will be an important event and student will have to justify its newsworthiness. During and after the event, students must obtain information from the organizers, the participants and other people involved. Working time: 14 hours.
Radio News	Presenting and checking the homework	
Radio feature/ Interview	Will listen and analyze radio features and interviews.	Students will need to consult the bibliography and listen to other radio features and interviews. Working time: about 7 hours.
Radio programs (moderator, advertising jingles, promo, hit mix etc)	Will listen and analyze different radio programs, the way moderators present, the type and structure of the advertising jingles, promo and hit mix.	

#### Bibliography

- Valerie Geller, *Creating powerful radio: getting, keeping & growing audiences : news, talk, information, personality*, Focal press, 2007
- Ellen Ratner, Kathie Scarrah, *Ready, set, talk! : a guide to getting your message heard by millions on talk radio, talk television, and talk internet : a must-have resource for campaigns of all kinds*, Chelsea Green Pub., 2006
- George Rodman, *Mass Media in a Changing World: History, Industry, Controversy*, McGraw-Hill Humanities Social, 2007

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

- Content taught and the requirements of the radio journalism class reach the level that is needed for any journalism graduate.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Written test	Exam	6 points
10.5 Seminar/laboratory	Students will present their work during meetings no. 2,4,5	Students will be evaluated based on their homework: description and history of a radio, identification of a radio format and writing a piece of news.	<ul style="list-style-type: none"> <li>• 1 point/homework</li> <li>• 1 extra point</li> </ul>
10.6 Minimum performance standard			

- If the student received maximum points at the seminar, he will pass the exam if he gets 0.5 points at the exam.

Date

20.09.2012

Course lecturer signature

PhD Lecturer Cristina Nistor

Seminar assistant signature

PhD candidate Mara Rusu

Date of approval in the Department

Head of department's signature