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**MMU/CBD/CO/DCC125/2015**

**MULTIMEDIA UNIVERSITY OF KENYA**

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# FACULTY OF MEDIA AND COMMUNICATION (CBD CAMPUS)

# SEMESTER: SEPTEMBER-DECEMBER 2020

# COURSE CODE: DBJ 155

# COURSE TITLE: BROADCAST NEWS PRODUCTION AND EDITING

# LECTURER : OKIOMANICODEMUS AMWATA

## TIME/DAYS: THURSDAY

## VENUE: MAIN CAMPUS AND CBD

## CREDIT: DIPLOMA IN JOURNALISM

## OFFICE/CONSULT

## HOURS: 11.00AM-2.00PM

## CONTACT: EMAIL: niokioma@gmail.com PHONE NUMBER: 0727 724 131

**1. Course Description**

In the ever changing world of technology, Broadcast News Production practice keeps shifting the goal posts every single moment; what was hitherto frowned upon gains currency overnight or vice versa. Catching and keeping up with the pace therefore becomes a daunting task.

Broadcast News Production and Editing is a specialised unit that prepares the student on the art and craft of news content creation and presentation. By its very nature, News has a unique way of production that the primary, secondary and tertiary target audiences are conditioned to consume the content. Immediacy, accuracy and delivery style determines chances of the station to be on or off air.

While upholding News production norms cultivated over the years, learners will be encouraged to adopt eccentric techniques to come up with their signature skills and techniques to give them an edge in the corporate world that they are preparing to join. Creativity and work discipline will be the yardsticks to measure competence at the end of the course.

**2. Course Purpose**

The student learns principles and techniques of broadcast news production, working as a team in pre-production, production and post-production phases, handling studio and field camera shoots, news etiquette as well as technical aspects in television and video production.

**3. Prerequisites**

Prior knowledge of the television environment, television production skills and scripting is a basic necessity.

**4. Learning Outcomes**

Upon completion of the course the student should be able to:

1. Participate in the planning for a broadcast news production.
2. Understand and interpret the techniques and terminologies used in broadcast news production.
3. Handle different types of broadcast news production scenarios effectively.
4. Conceive, plan and execute news production and programming from scratch
5. **Requirements**

* Students should always make prior arrangements for practical sessions with administration for transportation.
* Students are expected to be in class on time.
* Students will at times be assigned groups to work on assignments and projects.
* There will be a total of 2 continuous assessments; a sit in and a take away term paper which will all be graded appropriately.
* Class attendance should be not be less than 75% and any student who will miss more than 50% of attendance will not be examined at the end of the semester.

# Teaching Approaches

Being a practical unit, students are expected to be interactive in sharing their thoughts, skills, knowledge with utmost respect for each other. There will be hands-on demonstrations, literature and visual materials as well as open discussions on emerging trends in television and video production. Notes will be availed to students, pertinent questions with regard to the topic of the day will be exhaustively addressed.

1. **Grading**

The grade distribution of the 100 marks

Continuous Assessment Test (CAT) **-40%**

CAT1: Take away -20%

CAT2: Sit-In -20%

Production (Final work) **-60%**

1. **Course content and class schedule**
2. Introduction to bradcast news production and editing
3. Broadcast news organizational structure
4. News production planning
5. News programming
6. Educational tour to a TV station
7. News bulletin montage
8. Field production
9. News editing techniques
10. Stacking
11. News compilation and presentation
12. **Recommended Texts**
13. Campbell David, (2013). *Visual Story-telling in the Age of Post-Industrialist Journalism.* World Press Academy.
14. Tompkins, A. (2012). *Aim For The Heart: Write, Shoot,Report and Produce For TV and Multimedia.* Chicago: Bonus Books.
15. Elin, L, & Lapides, A. (2003). *Designing and Producing the Television Commercial.* Boston: Allyn and Bacon.
16. **Additional Reading**
17. Artis, Anthony Q. (2008). *The Shut Up and Shoot Documentary Guide*. Focal Press; Oxford, United Kingdom.
18. Per, Persson (2003); Understanding Cinema, *A Psychological Theory of Moving Imagery.* Cambridge University Press, London.