

CMNS3150: Podcasting and Radio

Singapore PSB

Trimester 1 - 2024 (Singapore)



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description

In this course, students will develop the skills to work in radio broadcasting and produce podcasts for streamed or online delivery. The course will follow the production cycle of a podcast from receiving an editorial brief from a client and/or conceiving an original podcast idea through production to post-production and distribution. Students will analyse radio and podcasting genres, formats, and industries and create their own audio project suitable for dissemination via online podcasting platforms. They will develop and apply production skills, including writing for podcasting, interviewing talent, recording and mixing audio sources, and operating the podcasting studio.

Academic Progress Requirements

Nil

Contact Hours

Singapore PSB

Lecture

Face to Face On Campus

1 hour(s) per week(s) for 6 week(s) starting Week 1

Tutorial

Face to Face On Campus

2 hour(s) per week(s) for 12 week(s) starting Week 2

Unit Weighting Workload

10

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator **Singapore PSB**
Mr Kin Wong
Kin.Wong@newcastle.edu.au
Consultation: In Class or by Email

Teaching Staff Other teaching staff will be advised on the course Canvas site.

School Office **PSB Academy Enquiries**
Log your question or request to the PSB Program Executives at the following website:
<http://www.psb-academy.edu.sg/eng>
+65 6390 9000

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SYLLABUS

Course Content Topics will include:

1. Radio and podcasting
2. Podcasting: Non-fiction, Fiction, and Talk
3. Funding and pre-production planning
4. Production for podcasting
5. Working with Talent
6. Post-Production for Podcasting
7. Understanding audiences
8. Ethics and copyright

Course Learning Outcomes **On successful completion of this course, students will be able to:**

1. Analyse the contexts and techniques of podcast production and reception
2. Create an audio story appropriate for specified audiences and suitable for dissemination via online podcasting platforms
3. Employ appropriate audio storytelling skills informed by theory and industry best practice
4. Utilise effective oral and written communication
5. Reflect on the relationship between media practice and theory

Course Materials Available on Canvas

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	8 Jan	Radio and podcasting	Safety Induction / Studio Session	
2	15 Jan	Recording in the field; Podcast Breakdown	Exploring popular themes / Studio Session	
3	22 Jan	Podcasting: Non-fiction, Fiction, Talk	Conceptualising your first Podcast / Studio session	
4	29 Jan	Equipment: studio and on the road	Studio session	
5	5 Feb	Funding and pre- production planning	Studio Session	Assessment 1: Program/Podcast Proposal
Recess				
6	19 Feb	Copyright and Defamation;	Writing and Producing a 2 min Podcast Trailer	
7	26 Feb	Production for podcasting	Studio Session	
8	4 Mar	DAW software and Recording;	Writing a 30 sec Radio Commercial	Assessment 2: Task Field Work
9	11 Mar	Working with talent	Studio Session	
10	18 Mar	Art of the Interview	Interview Practice	
11	25 Mar	Post-Production for Podcasting	Studio Session	
12	1 Apr	Promoting your Podcast	Editing and exporting your podcast	Assessment 3: Final Group Project
13	8 Apr			
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Program/Podcast Proposal	Week 5	Individual	25%	1, 2
2	Task Field Work	Week 8	Individual	25%	1, 3
3	Final Group Project	Week 12	Group	50%	3, 4, 5

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Program/Podcast Proposal - 25%

Assessment Type	Professional Task
Description	Each student will be required to write a proposal for a Podcast. Your proposal will include the title and content of your podcast and a detailed account of how you would go about producing the podcast and the resources required. It should also include evidence of research to support your ideas. Proposal Component 1 – 800 words Proposal Component 2 – 1200 words
Weighting	25%
Length	Proposal 1 – 800 words. Proposal 2 - 1200 words
Due Date	Week 5
Submission Method	Online
Assessment Criteria	Refer to CMNS3150 Course Site
Return Method	Not Returned
Feedback Provided	Online - .

Assessment 2 - Task Field Work - 25%

Assessment Type	Professional Task
Description	Based on Assessment One, you will record and edit a two-minute promotional audio for a podcast based on the proposal you submitted for assessment one. You will also be required to write a synopsis of the podcast that would appear on the hosting site. Show Notes (150-200 words).
Weighting	25%
Length	2 minute audio and 150-200 word synopsis
Due Date	Week 8
Submission Method	Online
Assessment Criteria	Refer to CMNS3150 Course Site
Return Method	Not Returned
Feedback Provided	Online - .

Assessment 3 - Final Group Project - 50%

Assessment Type	Professional Task
Description	Working in a group, you will produce a podcast based on one of the proposals from a member of your team. You will also submit associated production paperwork and elements for publication such as artwork, show notes and metadata required to complement the publishing of the final audio. An 800-word critique of the process to produce the podcast. This can be in the form of a diary, log-book or report.
Weighting	50%
Length	10-minute audio and 800 word report.
Due Date	Week 12
Submission Method	Online
Assessment Criteria	Refer to CMNS3150 Course Site
Return Method	Not Returned
Feedback Provided	Online - .

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

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1. the assessment item is a major assessment item; or
 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
 3. you are requesting a change of placement; or
 4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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