



Basic Course Information:

Course Prefix/Number: COMM 310 -02
Course Title: Broadcast Journalism
Class Meeting Times:
Monday & Wednesday : 11:00 – 12:15 PM
Class Location: B 310
Pre-requisite: COMM 101

Instructor: Mohammad Akbar PhD
Office Location: G-331
Office Phone: (00965)-99220840
Email: makbar@auk.edu.kw
Office Hours:
Mondays and Wednesday's
9:15-10:45
2:00-3:15 pm

Catalogue Course Description: Introduces students to the principles of broadcast journalism as it occurs in radio and TV. The course includes discussions of technical, ethical, and legal issues affecting broadcast news, as well as lab / studio practice in writing, editing, producing and reporting broadcast stories. Sophomore class standing or Permission of Instructor.

This course examines to make ones career in the world of broadcasting and news with extensive illustrations practical instructions, skills for reporting for radio and TV is all an essential part of this field in the modern electronics world.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

Course Learning Outcomes (CLOs)
CLO 1: Demonstrate competence in conceptualizing, developing and producing written content for a broad range of broadcast journalism.
CLO2: Demonstrate the ability to produce in TV News that is appropriate to the subject being covered and mindful of the culture .
CLO3: To be professional in the field of Broadcast Journalism to enable the students to know the aspect of producing news bulletin through practice.
CLO4: Broadcast news compliments the art of script writing and news production.
CLO5: The characteristics of broadcast writing to the story selection process and writing tips that apply to all broadcast story forms.

CLO6: Interviewing and writing for TV to introduce a vital role of footage.

Program Learning Outcomes (PLOs)

PLO 1: Students would be able to produce creative news writing, reporting, and presenting.

PLO 2: Students would examine the impact of new and social media and their relevance to the practice broadcast and multimedia journalism.

PLO 3: Students would be able to understand the legal, ethical, personal and social responsibilities of broadcast journalism.

PLO 4: Students would be able to understand the various roles and responsibilities of news media in the society.

PLO 5: Students would be able to demonstrate professionally sound and ethical news judgment.

PLO 6: Students would be able to demonstrate performance in the four journalistic roles/genres of news, narrative, commentary and community building across traditional & digital platforms; late in major create a published portfolio in the roles/genres and a self-reflection.

PLO 7: By the end of this course, students would be able to report stories for TV proficiently and use different techniques to produce scripts and video broadcast

PLO 8: By the end of this course students would be proficient to work in a multimedia newsroom, generating story ideas and content for broadcast and new media.

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8
CLO 1	X							
CLO 2		X	X			X		
CLO 3			X		X			
CLO 4				X			X	
CLO 5				X	X			
CLO 6					X			X

Evaluations:

Quiz	10%
Attendance	10%
Reports & Presentation	30%
Midterm Exam	30%
Final Exam	20%
Total	100%

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Direct	Quiz	Attendance	Reports & Presentation	Midterm Exam	Final Exam
CLO 1				X	X
CLO 2	X	X			
CLO 3			X		
CLO 4	X		X		
CLO 5			X		
CLO 6				X	

AUK Official Grading Scale:

A = 94 - 100
A- = 90 - 93
B+ = 87- 89
B = 84 - 86
B- = 80 - 83
C+ = 77 - 79
C = 74 - 76
C- = 70 -73
D+ = 67 - 69
D = 64 - 66
D- = 60 - 63
F = 0 - 59

AUK Mission Statement:

The American University of Kuwait is a liberal arts institution based on the American model of higher education. It is dedicated to providing students with knowledge, self-awareness, and personal growth experiences that can enhance critical thinking, effective communication, and respect for diversity. AUK seeks to create leaders and lifelong learners who aspire to the highest standards of moral and ethical responsibility in their societies.

AUK Attendance Policy:

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

Disability Accommodations:

If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban (hshaaban@auk.edu.kw) at the Counseling Center located in the Student Center Building at the earliest with the understanding that all disability-related accommodations require registration with the Counseling Center and are not applied retroactively.

Academic Integrity:

Students are expected to adhere to the AUK Honor Code. Cheating, plagiarism, and other forms of academic dishonesty will result in failure on the exams or assignments.

Syllabus Changes:

The syllabus may be subject to changes as the semester progresses. When this happens, I will inform you by email and in class.

Course Schedule:

<i>Week</i>	<i>Topic</i>	<i>Assignments and Readings</i>
Week 1	Writing for Broadcast: Conversational Writing.	Read: C.A. Tuggle – Chapter Andrew Boyd - Chapter 5
Week 2	Newswriting	Read: Andrew Boyd - Chapter 6
Week 3	Writing Great Leads and Other helpful tips	Read: C.A. Tuggle – Chapter 3
Week 4	National and liberation day - University closed	
Week 5	Scriptwriting: writing the Script	Read: Andrew Boyd - Chapter 27
Week 6	Technical words in Broadcast Journalism	Read: Andrew Boyd -Glossary P.418
Week 7	Television News Story Forms – The VO	Read: C.A. Tuggle – Chapter 7
Week 8	Broadcast Journalism: The News Program	Read: Andrew Boyd - Chapter 10
Week 9	Field Trip	
Week 10	Students Presentation of their news report	Read: Andrew Boyd - Chapter 11
Week 11	Students Presentation of their news report	Read: Andrew Boyd - Chapter 11
Week 12	Week 12: Spring Break – No Classes	

Week 13	Revision	
Week 14	News anchors and presenters	Read: Andrew Boyd - Chapter 14
Week 15	News anchors and presenters	Read: Andrew Boyd - Chapter 14
Week 16	Week 16: Revision	
Week 17	Week 17: Revision	
Week 18	Week 18: Final Exam	

Final Notes:

- June 2nd - The Last day of classes.
- Midterm day will announce in class.
- The Final exam will be announced in AUK website.

Recommended Sections:

Supplemental/Extended Readings: *If you need help finding suitable optional readings for students, please contact the AUK library for support.*

Mission Statement of Department/College: As a keystone of the liberal arts experience, the humanities and arts emphasize intelligent communication and logical analysis. Students examine, interpret and evaluate expressions of cultural achievement in world traditions. Through creative processes and critical inquiry, students gain a fuller appreciation of the values of mutual respect and diversity as they cultivate their moral judgment, aesthetic sensibilities and emotional maturity in preparation for becoming socially responsible members of their local, national and global communities.

Technology Issues:

In this class, all assignments need to be submitted through [folder name] on Moodle. Issues with technology use arise from time to time. If a technology issue does occur regarding an assignment submission, email me at [firstnamelastname@auk.edu.kw](mailto:firstname.lastname@auk.edu.kw) and attach a copy of the **completed** assignment you are trying to submit. This lets me know you completed the assignment on time and are just having problems with the online submission feature in Moodle. Once the problem is resolved, submit your assignment through the appropriate link. This process will document the problem and establish a timeline. Be sure to keep a backup of all work. (Adapted from [Angelo State Template Syllabus](#))

Email Communication:

Please be sure to write your full name and indicate which class and section you are taking (**Class 100, DAY/TIME section**) when you send me an email. If you have a question, please check the syllabus first

and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to emails within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: **TIME-TIME, DAYS**. Emails sent on weekends will be responded to on Sunday. (Adapted from [Angelo State](#) and [UWSP Template Syllabi](#))

Academic Support:

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

Optional Sections for Online/Hybrid Learning

Taken from the Syllabus Clinic Handout document.

Pre-Requisite Skills:

- Communication using email
- Reading documents online
- Accessing internet websites
- Use of **Zoom/Webex**
- Viewing videos online
- Posting on the discussion board
- Uploading documents to Moodle
- Proficiency with Microsoft Word and/or PowerPoint (Adapted from [Angelo State](#) and [UWSP Template Syllabi](#))

Technology Requirements:

To participate in one of AUK's online courses, you need this technology:

- A computer/laptop capable of running Windows 10 or later, or MAC OS X
 - Please note: other electronic devices such as tablets or phones may function for attending **Zoom/Webex** sessions. However, they are not recommended for typing (assignments, discussion board, using chat feature etc.). In addition, during some **Zoom/Webex** sessions, you may be asked to collaborate on a Google doc, which would be easier to do when using a laptop or desktop computer.
- The latest version of Firefox, Chrome, Microsoft Edge, Internet Explorer, or Safari
- Microsoft Office Suite or a compatible Open Office Suite
- Adobe Acrobat Reader or other applicable PDF reader
- High speed internet access
- Webcam or other built-in camera on laptops, tablets, or phones
- Microphone or other built-in microphones on laptop, tablets, or phones (Adapted from [Angelo State](#) and [UWSP Template Syllabi](#))

Browser Compatibility Check:

It is the student's responsibility to ensure that the browser used to access course material on his/her computer/electronic device is compatible with AUK's learning management system, Moodle. Problems in this area need to be discussed with faculty at the time of occurrence. (Adapted from [Angelo State Template Syllabus](#))

Online Course Delivery/Methodology:

This is an online course which includes synchronous class sessions as well as **assignments/homework** to be done asynchronously. The course content will be delivered via the Moodle Learning Management System. The course site can be accessed at **[website]**. Classes will meet online **X days** per week using **Zoom/Webex**. The access link will be posted on Moodle. The material will be presented in **[lecture form/through discussions/videos]**. During the course, you will have the following evaluations: **[written work will be submitted through a plagiarism checker, there will be group work or discussions done via Zoom/Webex breakout rooms, final exams will be on campus, etc.]**. To complete this course successfully, you must participate in all course activities **[discussion boards, course projects, reflective logs, etc.]**. Students are expected to engage in course activities and submit work by due dates and times. (Adapted from [Angelo State Template Syllabus](#))

Netiquette

- Be on time to **Zoom/Webex** meetings and make sure you attend and participate regularly
- Check your AUK email regularly to receive all relevant announcements and communication
- Be professional and careful with your online interaction. Proper address for faculty is by formal title such as Professor or Dr. unless invited by faculty to use a less formal approach
- When writing, ensure to use formal, respectful, professional language and double-check spelling/grammar function before sending/posting. This applies to emails, typing on **Zoom/Webex** chat, posting on discussion boards, assignments, or any other form of writing you will complete within the context of this course
- Check the discussion board frequently and respond appropriately and on subject
- Cite all quotes, references, and sources
- Capitalize words only to highlight a point. Otherwise, capitalizing is generally viewed as SHOUTING!
- Do not dominate discussions and allow other students to post or join in
- It is not appropriate to forward someone else's messages or emails without their permission
- Be careful when using humor. The absence of face-to-face cues can cause humor to be misinterpreted as criticism or flaming (angry, antagonistic criticism)
- Recording **Zoom/Webex** sessions is prohibited (Adapted from [Angelo State](#), [UWSP](#), and [FSU-COVID Template Syllabi](#))