



AMERICAN UNIVERSITY of KUWAIT  
الجامعة الأمريكية في الكويت

## COMM 310 - SPRING 2023

### Basic Course Information:

**Course Prefix/ Number:** COMM 310  
**Course Title:** Broadcast Journalism  
**Class Meeting Times:** M 5:00 pm - 7: 45 pm  
**Class Location:** G 205

**Instructor:** Mohammad Akbar PhD  
**Office Location:** Office 331 G-Building  
**Office Phone:** (00965)-99220840  
**Email:** makbar@auk.edu.kw  
**Office Hours:** U 12:00 – 4:45  
M W 2:00 – 3:15

### Mission Statement for the Division of Humanities and Arts

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

### DESCRIPTION OF COURSE FROM THE COURSE CATALOG

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.

Learning Objectives: Students completing this course will be able to:

1. Demonstrate competence in conceptualizing, developing and producing written content for a broad range of broadcast journalism.
2. Demonstrate the ability to produce in TV News that is appropriate to the subject being covered and mindful of the culture.
3. To be professional in the field of Broadcast Journalism to enable the students to know the aspect of producing news bulletin through practice.
4. Broadcast news compliments the art of script writing and news production.
5. The characteristics of broadcast writing to the story selection process and writing tips that apply to all broadcast story forms.
6. Interviewing and writing for TV to introduce a vital role of footage.

### **SPECIAL NEEDS ACCOMMODATIONS**

If you believe that you need accommodations for a disability, you are requested to contact the Disability Coordinator, Dr. Huda Shaaban, in Career Services and Wellness (Located in next to the Hangout and Registration) to arrange an appointment to discuss your needs. You are also welcome to contact me to discuss your academic needs. However, since all disability-related accommodations require registration with CSW and are not applied retroactively, you should contact Dr. Huda Shaaban as soon as possible.

### **Learning Outcomes:**

- Students would be able to produce creative news writing, reporting, and presenting
- Students would examine the impact of new and social media and their relevance to the practice of broadcast and multimedia journalism
- Students would be able to understand the legal, ethical, personal and social responsibilities of broadcast journalism
- Students would be able to understand the various roles and responsibilities of news media in the society
- Students would be able to demonstrate professionally sound and ethical news judgment
- 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
- 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
- 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

### **Grading items:**

1. Quiz, – 10 points for students’ participation in the class is very important.
2. Midterm exam – 30 points: Multiple choice, timed, closed-book, covering all material in class and assigned readings outside of class.
3. Attendance – Participation 10 points
4. Reports & presentation – 30 points.
5. Final Exam - 20 points.

### **Important Notes:**

1. Grades will be granted according to the performance of the student in the class and the activity completed by him/her outside the class.
2. Do not use the cell phones in the class.
3. Seating arrangements will be according to the Kuwaiti law and University policy i.e. the girls and boys will be seated in separate rows.
4. The contact between the students and the instructor outside class will be via e-mails. The study material if any by the instructor will be sent to his/her

official AUK e-mail address. All electronic communications between the instructor and the students are public documents.

5. Submission of any work that is not your own (and without proper attribution) constitutes grounds for receiving a grade of F.
6. The instructor will impose penalties for absence any student absent for one day will be considered as three days. These penalties may include reduction of grade at the sole discretion of the instructor.
7. It should be noted that there is no any sort of negotiation regarding grades.
8. Cheating and misbehavior are dealt with in accordance with rules and regulations of AUK.
9. Any changes regarding the schedule will be announced in class as appropriate.
10. Field trips will also be an essential component of this course.
11. Guest speakers will also contribute to your learning inventory.

## Grading System

Passing grades are "A (-)," excellent; "B (+/-)," good; "C (+/-)," satisfactory; and "P," passing (see Pass/No Pass option. A "D (+/-)" grade represents less than satisfactory work. However, a "D (+/-)" grade may satisfy some General Education and free electives ([see "Failing and Course Repetition" for more information](#)). The qualities of performance associated with the different grades are explained below.

A student will be awarded credit only once for any passed course counted toward their degree or in the calculation of the GPA. Grades for all courses completed at AUK will be recorded on the student's AUK transcript. Repeated courses will be designated in order to distinguish them from other courses. The Grade Point Average (GPA) is based on grades earned in courses at the American University of Kuwait, and is calculated based on the following equivalencies:

AUK GRADE SCALE			
Points	Letter Grade	Percentage Conversion	Letter Grade Explanation
4.00	A	94-100	"A" is the highest grade possible to achieve at AUK. An "A" is not automatically awarded to the highest grade in the course. An "A" reflects excellent performance on assignments and exams, as well as participation and conduct. This grade denotes comprehensive mastery of course learning and its integration with previously learned material. An "A" student is one who proactively presents originality of thought, independent creativity, and insightful reasoning above and beyond that of his/ her peers.
3.70	A-	90-93	A-
3.30	B+	87-89	B+
3.00	B	84-86	A "B" in the course represents good achievement within the course, demonstrating an understanding of concepts and a presentation of work within high standards. This student is an active participant in the class and frequently demonstrates leadership qualities, such as originality and critical inquisitiveness.
2.70	B-	80-83	B-

2.30	C+	77-79	C+
2.00	C	74-76	A "C" represents satisfactory work, demonstrating a basic comprehension of the material presented as well as basic achievement of course learning outcomes. The student must have a <b>minimum cumulative GPA of 2.00 to graduate from AUK.</b>
1.70	C-	70-73	A C- implies that the student has met the minimum standards necessary to pass the course. However, a cumulative GPA of 1.70 (the quality points equivalent to a C-) is NOT sufficient to graduate from AUK.
1.30	D+	67-69	D+
1.00	D	64-66	A "D" represents less than satisfactory work. This grade implies the student has a limited understanding of the course material and concepts and does not display leadership in thought. It signifies that coursework falls below the acceptable standards in quality and quantity. A "D" is a passing grade for some General Education courses and free elective courses.
0.70	D-	60-63	A "D-" represents less than satisfactory work. This grade implies the student has a limited understanding of the course material and concepts and does not display leadership in thought. It signifies that coursework falls below the acceptable standards in quality and quantity. A "D-" is a passing grade for some General Education courses and free elective courses.
0.00	F	0-59	An "F" represents a failing performance. The student has not met the standards set by the course, demonstrates incomplete comprehension of the material, and/ or incomplete submission of materials required for the course. An "F" is a failing grade.
0.00	FN	0-59	Failure for non-attendance ( <b>Intensive English Program only</b> )

## Schedule:

- Week 1:** Writing for Broadcast: Conversational Writing. **Read:** C.A. Tuggle – Chapter 5  
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: 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:** Revision

**Week 17:** Revision

**Week 18: Final Exam**

**Final Notes:**

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