

Washtenaw Community College Comprehensive Report

COM 160 Voice and Articulation

Effective Term: Winter 2012

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Humanities

Discipline: Communications

Course Number: 160

Org Number: 11520

Full Course Title: Voice and Articulation

Transcript Title: Voice & Articulation

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: The master syllabus needs to be updated, after the assessment was run in Winter 2011.

Proposed Start Semester: Winter 2012

Course Description:

In this performance-based course, students are introduced to the verbal and non-verbal elements that are utilized in broadcast announcing. Focus is placed on the verbal basics such as breathing, pitch control and articulation, along with the non-verbal fundamentals of paralanguage and body language. These rudiments are paired together with copy analysis and script marking to give students a full understanding of the process of announcing in the many different fields of broadcasting. Practice in script reads, vocal exercises and self-evaluations give the student ample opportunities to understand and showcase these new techniques.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

Prerequisite

General Education

Request Course Transfer

Proposed For:

Central Michigan University
Eastern Michigan University
Ferris State University
Grand Valley State University
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Demonstrate verbal elements used in announcing copy.

Assessment 1

Assessment Tool: COM 160 Announcing Activity

Assessment Date: Winter 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score an overall average of 70% or higher on the announcing activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

2. Demonstrate non-verbal elements used in announcing copy.

Assessment 1

Assessment Tool: COM 160 Announcing Activity

Assessment Date: Winter 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score an overall average of 70% or higher on the announcing activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

3. Analyze copy for recorded performance.

Assessment 1

Assessment Tool: Copy Analysis Activity

Assessment Date: Winter 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score an overall average of 70% or higher on the announcing activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

4. Mark copy for recorded performance.

Assessment 1

Assessment Tool: Copy Analysis Activity

Assessment Date: Winter 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score an overall average of 70% or higher on the announcing activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

5. Define basic articulation terminology.

Assessment 1

Assessment Tool: Departmental exam

Assessment Date: Winter 2015

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer Key

Standard of success to be used for this assessment: 70% of students will score an overall average of 70% or higher on the announcing activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

Course Objectives

1. Demonstrate the verbal elements used in announcing copy. Verbal elements include proper breathing techniques, optimum pitch and resonance.

Matched Outcomes

1. Demonstrate verbal elements used in announcing copy.

2. Demonstrate the non-verbal elements used in announcing copy. Non-verbal elements include volume, pitch up/down, rate/duration and articulation.

Matched Outcomes

2. Demonstrate non-verbal elements used in announcing copy.

3. Analyze copy for the following elements: purpose and mood.

Matched Outcomes

3. Analyze copy for recorded performance.

4. Mark copy of script to reflect analysis for recorded read. Markings can include short pause, long pause, pitch up, pitch down, volume change, increase pace and decrease pace.

Matched Outcomes

4. Mark copy for recorded performance.

5. Define basic articulation terminology used in the broadcast industry. Terminology may include diphthongs, semi-vowels, laterals, optimum pitch and diaphragmatic breathing.

Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks

Hausman, Benoit, Messere and O'Donnell. *Announcing: Broadcast Communicating Today*, 5th ed. Thomson Wadsworth - Cengage, 2004, ISBN: 0-534-56310-4.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Reviewer

Faculty Preparer:

Dena Blair

Department Chair/Area Director:

Dena Blair

Dean:

Bill Abernethy

Vice President for Instruction:

Stuart Blacklaw

Action

Faculty Preparer

Recommend Approval

Recommend Approval

Approve

Date

Sep 15, 2011

Sep 15, 2011

Sep 19, 2011

Nov 15, 2011