

# **Certification in Radio Production and Podcasting Skills**

## **1. Significance**

The ever-evolving media scenario has added a new player, podcast, to the field of news, entertainment as well as education. Though the history of this audio blogging can be traced back to the 1980s, a revived interest in podcasting has come across recently. Google starting its podcasting platform in 2018 recognising its great potential and Spotify buying the broadcasting rights of an American podcaster Joe Rogan's programmes for 100 million US dollars in 2020 are recent examples of this renewed interest. Even the traditional and regional news organisations have started their podcasting handles to give out news and opinion. For example, Mathrubhumi, one of the leading dailies in Malayalam, has been adding QR codes to the leader page so that anyone can listen to their editorial.

At the same time radio is still a big player in the entertainment industry and a new radio station has started in Kochi this July 2021 (Radio Kochi 90 FM) even though Kochi is a highly media-concentrated area. And the reason why radio is not outdated even when the visual media is so captivating is the availability of non-productive time in the life of a modern human person when they cannot attend to any entertaining video programmes but are free to listen; for example, commute, household chores, waiting in the hospital etc. The very recent interest in the social radio concept that Clubhouse brought in is another example of how audio can be an effective tool for marketing, discussions and knowledge dissemination.

Podcasting skills remains an unexplored area in academics outside media departments just as in the case of the vibrant FM radio broadcasting. But these audio skills can help anyone and everyone in communicating their area of expertise effectively to the world. Both radio and podcasts operate in audio mode and they have much in common. So, this course is designed in such a way that students could be equipped both ways.

## **2. Objectives**

This certificate programme is a blend of traditional radio production and the latest podcasting technics to equip the students with the technical, creative and communication skills of audio production. It is not just old wine in a new bottle but rather a study from the digital media atmosphere in terms of production and marketing. It introduces the fundamentals of audio media production from pre-production, production, to post-production stages. The course would give the students practical experience with Radio Media Village 90.8, the national award-winning community radio in Changanacherry, so that they may have real industry experience.

### 3. Outcomes

On completion of the certificate programme the students will be able to demonstrate these much-needed skills in the job market today:

- a. professional knowledge and skills - to work in a radio station/ audio studio.
- b. entrepreneurial skill - to start a podcast and market it to earn revenue.
- c. marketing skills - to brand themselves and as an employee, they will be able to market brands through the audio medium with the creative skills they have acquired through this course.
- d. communication skills - to give out a message in the most effective way.
- e. leadership capacity and team spirit - by bringing in different departments of production like the creative, technical and anchoring team together for a common goal.
- e. social responsibility - towards the improvement of society with the dissemination of valuable information.

### 4. Modules

**Unit 1: Knowing the Medium** - Basics of communication. Characteristics, strengths & limits of audio; The physics of sound; History of broadcast, AM, FM, All India Radio, Prasar Bharati, Podcasting and internet radio, community radio, pirate radio, satellite radio, Radio Free Europe. *(Hours: theory - 4, practical - 1) Practical: Imagination through sound.*

**Unit 2: Knowing the Studio** - Studio layout, recording equipment, microphones, mixers and transmitters. Personnel in the production process – Role and Responsibilities *(Hours: theory - 4, practical - 2) Practical: Studio tour.*

**Unit 3: Scripting for audio** - Introduction to various radio formats - news and entertainment. Public service advertisements, jingles, radio magazine, interview, talk show, vox- pop, discussion, feature, radio play, and documentary. Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin. Style Book. Spontaneous genres. *(Hours: theory - 6, practical - 4) Practical: Creation of ambience.*

**Unit 4: Radio Jockeying** - Voice modulation, presentation skills, vocal dynamics and live compering. Podcasting styles *(Hours: theory - 2, practical - 4) Practical: Radio interview.*

**Unit 5: Production Process** - Recording /production techniques. Editing principles. Creating sound effects. Sound concerning visuals. The function of sound, silence and music on the radio. Technology and software used. *(Hours: theory - 2, practical - 4) Practical: Radio bulletin.*

**Unit 6: Laws and ethics in Broadcast** - Evaluating programmes; Codes and ethics in radio and internet broadcasting. National policies on the radio broadcast and internet. (Hours: theory - 2, practical - 1) Practical: PSA

**5. Total Hours: 36 (Theory: 20 + Practical: 16)**

**6. Valuation: Internal and External assessments**

**Assignments:** Audio programme production in groups at the end of each module.

### **7. Suggested Reading**

1. Alexander, R. & Stewart, P. (2016). *Broadcast journalism: techniques of radio and television*. Focal Press.
2. Fleming, C. (2009) *The radio handbook*. Routledge.
3. Ford, M. (2013). *Radio production. digital broadcast art*. Create Space.
4. Gilmurray, B. (2010). *The media student's guide to radio production*. Mightier Pen Pub.
5. Hausman, C. et al. (2012). *Modern radio production: production, programming and performance*. Wadsworth.
6. Kaempfer, R. (2004). *The radio producer's handbook*. Allworth Press.
7. Keith, C. M. (2010). *The radio station: broadcast satellite and internet*. Focal Press.
8. Mc Leish, R & Link, J. (2016). *Radio production*. Focal Press.
9. Pavarala, V. & Malik, K. K. (2007). *Other voices: the struggles for community radio in India*. Sage.
10. Siegel, E.H. (1992). *Creative radio production*. Focal Press.
11. Whitaker, J. (2002). *Master handbook of audio production*. McGraw-Hill/TAB Electronics.

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