COMM 2047 PITCH: PODCASTING ESSENTIALS

Credit Points 10

Legacy Code 102697

Coordinator Roger Dawkins (https://directory.westernsydney.edu.au/search/name/Roger Dawkins/)

Description This unit will teach students the fundamentals of podcasting, giving them the expertise needed to produce their own podcast feature. Working with academics and industry experts students will learn research and communication skills for finding, pitching and developing audio stories (backgrounding, writing, interviewing, presentation, critical review) and basic technical skills in sound and editing. This unit will show students how to get the most out of their software and hardware, and how to maximise their distribution channels to reach target audiences. Students will also learn how to recognise and evaluate key legal and ethical issues in research and recording content for publication. There is no need to know any of these things already, or have a story ready to tell; this unit is for all levels of experience and disciplinary backgrounds.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Restrictions Successful completion of 40 credit points.

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Critically analyse and evaluate existing podcasts in order to identify key characteristics of the audio genre;
2. Apply research and communication skills for pitching and developing audio stories (backgrounding, writing, interviewing, presentation, reflection);
3. Recognise and evaluate the importance of key legal issues and the role of ethics in research and recording content for publication;
4. Demonstrate technical skills to record, edit and publish an audio feature;
5. Apply collaboration and team work skills.

Subject Content

This subject will be comprised of three topic areas.
Topic 1: Intro to podcasting and storytelling fundamentals
Students will learn the concepts of narrative storytelling; the components of a podcast; how to pitch story ideas; and how to write their own stories about their area(s) of interest.
Topic 2: Understanding audiences, the law and ethics
Students learn basic audience research techniques; relevant legal issues in the context of podcasting (copyright, defamation and privacy) and key ethical issues, including privacy and cultural appropriation.
Topic 3: Production

Students will learn how to record, edit and publish an audio feature, using personal recording devices and their own computers; basic voice presentation techniques; to engage in peer review of others?f work.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Practical	60-90 seconds recorded review	20	N	Individual
Practical	60-90 seconds recorded promo PLUS 1000 words proposal	30	N	Individual
Practical	5-7 minutes audio feature	40	N	Individual
Participation	Weekly production exercises	10	N	Individual

Teaching Periods

Autumn

Parramatta - Victoria Rd
Day
Subject Contact Roger Dawkins (https://directory.westernsydney.edu.au/search/name/Roger Dawkins/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2047_22-AUT_PS_D#subjects)