SYLLABUS

SUBJECT: RADIO AND PODCAST
YEAR 2 | SEMESTRAL COURSE
SEMESTER: 1ST OR 2ND
DEGREE: ADVERTISING AND PR
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2020/2021
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Radio and Podcast
Code: d228 -14450
Year (s) course is taught: 2nd
Type: Compulsory Subject
ECTS of the course: 6
Hours ECTS: 30
Language: English
Modality: On-campus
Degree (s) in which the course is taught: Journalism
School which the course is taught: Humanities and Communication Sciences

2.- ORGANIZATION OF THE COURSE:

Department: Audiovisual Communication and Advertising
Area of knowledge: Audiovisual Communication and Advertising

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. José María Legorburu Hortelano</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914539500 ext 14276</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:legorburu@ceu.es">legorburu@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>Julián Romea, 2 despacho nº 2</td>
</tr>
<tr>
<td>Teaching and Research profile</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Research Lines</td>
<td>Informative Radio, radio programming, radio and new technologies (internet, apps, podcast, social media, etc.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. Mario Alcudia Borreguero</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914536300 ext. 14528</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:malcudia@ceu.es">malcudia@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>Julián Romea, 2 despacho nº 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. José Antonio Alonso Fernández</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914539500 ext 14534</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:joseantonio.alonsofernandez@ceu.es">joseantonio.alonsofernandez@ceu.es</a></td>
</tr>
</tbody>
</table>
Office: Julián Romea, 2 despacho nº 10

Lecturer CONTACT
Name: Dra. Cristina Rodríguez Luque
Phone. (ext.): 914536300 ext. 14533
Email: cristina.rodriguezluque@ceu.es
Office: Julián Romea, 2 despacho nº 7

Lecturer CONTACT
Name: Dra. Sara Ruiz Gómez
Phone (ext): 914539500 ext 14529
Email: sara.ruizgomez@ceu.es
Office: Julián Romea, 2 despacho nº 5

Lecturer CONTACT
Name: Dr. José Antonio Piñero Gutiérrez
Phone (ext): 914539500 ext 14547
Email: jose.pinerogutierre@ceu.es
Office: Julián Romea, 2 despacho nº 12

2.- TUTORIALS:
For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION
Contextualization of radio communication in the digital society, approaching its characteristics, structure, narrative, technology and history. Understanding and theoretical knowledge of radio language and sound codes, as well as their expressive possibilities; and practical application in the laboratory of the different techniques, processes and tools involved in the creation of different radio content, both for online and offline (podcast) broadcast.

4. COMPETENCIES
1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
</tbody>
</table>
Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their field of study.

Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.

Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.

Capacity to analyse the structures, content and styles of radio and television communication and to produce and make sound and audiovisual content of different kinds in consonance with an idea, using the necessary narrative and technological techniques.

The objective of the course is to acquire a critical vision about the contents of Radio through the understanding of radio language, as well as the different production and creation procedures, by approaching its history, characteristics, structure, marketing, analysis of audiences and technological foundations.

Ability to carry out the analysis of the structures, typology, audiences and contents and styles of radio and television communication.

Develop a correct and efficient use of sound and visual codes and of the different techniques, processes and tools involved in the creation of audiovisual content.

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>30</td>
</tr>
<tr>
<td>LA4</td>
<td>PR - Practice</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL On-Campus hours</td>
<td></td>
<td>60</td>
</tr>
</tbody>
</table>

Independent work done by the student | 120 |
### Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 SER - Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA4 PR - Practice</td>
<td>Educational activity aimed preferably at the skill of applying knowledge (skill 2 MECES) and representative of the practical activities or areas (laboratories, radio studios and television studios and/or any spaces pertinent to the field of communication).</td>
</tr>
<tr>
<td>LA7 Independent work done by the student</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

### 6. ASSESSMENT OF LEARNING

#### 1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 80% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 80% of attendance to practical classes is required.

Attendance to extracurricular activities related to the subject (seminars, seminars, etc.) will be voluntary, although it will be positively valued.

#### 2.- ASSESSMENT SYSTEM AND CRITERIA:

**ORDINARY EXAMINATION (continuous assessment)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1</td>
<td>DS – Oral presentations in seminars or working groups</td>
<td>5%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam (midterm)</td>
<td>10%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam (final)</td>
<td>30%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>50%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of papers</td>
<td>5%</td>
</tr>
</tbody>
</table>

It will be necessary to independently approve the practice and theory to pass the subject.

**RE-SIT EXAM/EXTRAORDINARY EXAMINATION**

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2 (EX3)</td>
<td>EX – Written Exam + PR – Practical Exam</td>
<td>50% + 50%</td>
</tr>
</tbody>
</table>

In case the student does not exceed 50% corresponding to the practice in the ordinary call, he/she must also take a practical test immediately after the theoretical examination of the extraordinary seating.
3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Evaluation criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1 Presentation</td>
<td>Oral presentations in seminars or working groups.</td>
</tr>
<tr>
<td>AS2 Written Exam</td>
<td>Written Exam Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Assessment of Practical Activities and Simulations</td>
<td>Practical Activities and Simulations.</td>
</tr>
<tr>
<td>AS5 Assessment of Papers and Projects</td>
<td>Reviews, research projects, reports, opinion articles.</td>
</tr>
</tbody>
</table>

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM

Unit 1 - Introduction
- Characteristics of the sound medium
- The sound codes: Speech, music, sound effects and silence

Unit 2 – The audio message (Narrative)
- Informative genres: news item, report, feature story and interview.
- Opinion genres: editorial, comment and debate
- Dramatic genres: short story, sketch, series, serial and art.

Unit 3 - The audio message (Direction and speaking)
- Script
- Production and Direction
- Speaking

Unit 4 – History of Radio and Podcast
- The birth of the Radio (1924-1936)
- The Spanish Civil War and the Francoism (1936-1975)
- From the democratic transition to the digital era (1977-)

Unit 5 – Sound technology and digital environment
- Live broadcasting systems: analog and digital radio
- On demand broadcasting systems: Streaming and Podcasting.
- Transmedia Narratives; visual and expanded Radio, social media and smart speakers

Unit 6 – Advertising
- Principles of advertising on the Radio
- Creative advertising
- Formats of radio advertising

**Unit 7 – Programming and Broadcasting**
- Methods for audience research and audience analysis
- Programming techniques, broadcasting and uploading.
- Classification and typology of stations and podcast

**PRACTICE PROGRAM**

**Practice 1** - The Radio studio / Principles of writing, speaking and direction

**Practice 2** - Scriptwriting techniques, speaking, audio editing and direction

**Practice 3** - Scriptwriting techniques, speaking, audio editing and direction

**Practice 4** - Producing news formats

**Practice 5** - Producing news formats/Producing advertising formats

**Practice 6** - Producing advertising formats

**Practice 7** - Podcast I: choosing the format, conception and organization

**Practice 8** - Podcast II: script, direction and sound identity

**Practice 9** - Podcast III: speech, direction and edition

**Practice 10** - Podcast IV: visual identity and techniques for uploading and spreading the contents

---

**8. RECOMMENDED READING**

1.- **BIBLIOGRAPHY:**

ALCUUDIA, Mario:

ALCUUDIA, Mario y CERVERA, Esther (2019): *#Soy Periodista*. Madrid, CEU Ediciones


PEDRERO, Luis Miguel y GARCÍA-LASTRA, José María (Eds.) (2019): *La transformación digital de la radio*. Valencia, Tirant
<table>
<thead>
<tr>
<th>Autor</th>
<th>Título</th>
<th>Editorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>RODERO, Emma (2003)</td>
<td>Locución radiofónica</td>
<td>Madrid, IRTVE</td>
</tr>
<tr>
<td>RODERO, Emma y SOENGAS, Xosé (2010)</td>
<td>Ficción Radiofónica</td>
<td>Madrid, IRTVE</td>
</tr>
<tr>
<td>SELLAS, Toni (2011)</td>
<td>El podcasting: la (r)evolución sonora</td>
<td>Barcelona, UOC</td>
</tr>
</tbody>
</table>

2.- STYLE GUIDES:

<table>
<thead>
<tr>
<th>Autor</th>
<th>Título</th>
<th>Editorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>CADENA SER (2017)</td>
<td>En antena. Libro de estilo del periodismo oral</td>
<td>Madrid, Taurus</td>
</tr>
<tr>
<td>COPE (2003)</td>
<td>Libro de estilo</td>
<td>Madrid, COPE</td>
</tr>
<tr>
<td>ONDA CERO (1996)</td>
<td>Guía de estilo</td>
<td>Madrid, Onda Cero</td>
</tr>
</tbody>
</table>

3.- WEB RESOURCES:

<table>
<thead>
<tr>
<th>Tipo de radio</th>
<th>DX</th>
<th>DX</th>
<th>DX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speech-based radios</td>
<td><a href="http://www.bbc.co.uk">www.bbc.co.uk</a></td>
<td><a href="http://www.npr.org">www.npr.org</a></td>
<td><a href="http://www.cadenaser.com">www.cadenaser.com</a></td>
</tr>
<tr>
<td>Musical radio stations</td>
<td><a href="http://www.cadena100.es">www.cadena100.es</a></td>
<td><a href="http://www.cadenadial.com">www.cadenadial.com</a></td>
<td><a href="http://www.europafm.com">www.europafm.com</a></td>
</tr>
<tr>
<td>Platforms</td>
<td><a href="http://www.cuonda.com">www.cuonda.com</a></td>
<td><a href="http://www.podiumpodcast.com">www.podiumpodcast.com</a></td>
<td><a href="http://www.spainmedia.es">www.spainmedia.es</a></td>
</tr>
</tbody>
</table>

Aggregators

- [https://podcasts.google.com](http://https://podcasts.google.com)
- [www.ivoox.com](http://www.ivoox.com)
- [www.soundcloud.com](http://www.soundcloud.com)
- [www.spotify.com](http://www.spotify.com)
- [www.spreaker.com](http://www.spreaker.com)
- [www.stitcher.com](http://www.stitcher.com)

Newspaper’s podcast

- [https://elpais.com/agr/podcasts](http://https://elpais.com/agr/podcasts)
- [www.abc.es/podcast](http://www.abc.es/podcast)

Tools

- [https://bbcsfx.acropolis.org.uk](http://https://bbcsfx.acropolis.org.uk)
- [http://sounds.bl.uk](http://http://sounds.bl.uk)
- [www.anchor.fm](http://www.anchor.fm)
- [www.findsounds.com](http://www.findsounds.com)
- [www.freesound.org](http://www.freesound.org)
- [www.headliner.app](http://www.headliner.app)
- [www.online-convert.com](http://www.online-convert.com)
- [www.youtube.com/audiolibrary/music](http://www.youtube.com/audiolibrary/music)

Other sources

- [https://www.bbc.co.uk/academy/en](http://https://www.bbc.co.uk/academy/en)
- [https://radio.garden](http://https://radio.garden)
- [www.aimc.es](http://www.aimc.es)
- [www.fonotecaderadio.com](http://www.fonotecaderadio.com)
- [www.gorkazumeta.com](http://www.gorkazumeta.com)
- [www.guiadelradio.com](http://www.guiadelradio.com)
- [www.iabspain.es](http://www.iabspain.es)
- [www.radioatlas.org](http://www.radioatlas.org)
- [www.radiochips.blogspot.com](http://www.radiochips.blogspot.com)
9. ATTITUDE IN THE CLASSROOM

1. REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.

http://www.uspceu.com/docs/facultad-de-humanidades/Presentacion/Informacion-Util/normas-de-comportamiento.pdf

10. EXCEPTIONAL MEASURES

Should an exceptional situation occur which prevents continuing with face-to-face teaching under the conditions previously established to this end, the University will take appropriate decisions and adopt the necessary measures to guarantee the acquisition of skills and attainment of learning outcomes as established in this Course Unit Guide. This will be done in accordance with the teaching coordination mechanisms included in the Internal Quality Assurance System of each degree.