University of North Texas at Dallas Spring 2025 SYLLABUS

COMM 3326.001: Media Announcing 3 HRS				
Department of	Communication & Technology	School of	Liberal Arts and Sciences	
Instructor Name: Office Location:	Gabe Otteson, "Pro FH 206	fessor O" or "Mr.	O"	
Office Phone: Email Address:	972-338-1869 Gabriel.Otteson@ur	ntdallas edu		
Office Hours:				
	TTH 10:00 – 11:00; Online by appointment			
Course Format/Structure:	Face to-Face			
Classroom Location: Class Meeting Days & Times:	SC 1009 MW 11:30 – 12:20			
Course Catalog Description:	Principles of announcing in non-traditional new media formats with an emphasis on microphone and on-camera performance. Script-reading, ad-libbing, interviews, and other performance needs. Practice of strong vocal performance skills, diction, pronunciation, and engaging delivery.			
Prerequisites:	COMM 1010 or COM	MM 2300 with gro	ades of C or better.	
Co-requisites: Required Text:		nouncing Workte	Beadle, M.E. (2020). ext. Routledge ISBN:	
	 Additional red Canvas 	adings and video	os will be posted on dobe CC software OR	
Recommended Text and References:	 American Psychological Association. (2020). Publication manual of the American Psychological Association, (7th ed.). Washington, D.C.: American Psychological Association. OWL Purdue Online Writing Lab at http://owl.english.purdue.edu/owl/resource/560/1/ 			

	Flash or external hard drive(s) or cloud storage
	Headphones
	Additional readings and materials may be supplied in class
	or posted to Canvas.
Access to Learning	UNT Dallas Library:
Resources	Phone: (972) 338-1616;
	Website URL: http://www.untdallas.edu/library
	UNT Dallas Bookstore:
	Phone: (972) 780-3652;
	Website URL: http://www.untdallas.edu/bookstore
	Email: <u>untdallas@bkstr.com</u>
Canvas Resources	
Supported Browsers:	Getting Help with Canvas:
Chrome	Canvas 24/7 Phone Support for Students: 1-833-668-8634
	Canvas Help Resources:
Supported Devices:	
• iPhone	Canvas Student Guide -
Android	https://community.canvaslms.com/docs/DOC-10701
 Chromebook 	For additional assistance, contact UNT Dallas Distance
Note: Tablet users can	Learning:
use the Canvas app	DAL1, Room 157
	Email: <u>distancelearning@untdallas.edu</u>
Screen Readers:	
VoiceOver (Safari)	If you are working with Canvas 24/7 Support to resolve a
JAWS (Internet	technical issue, please keep me updated on the
Explorer)	troubleshooting progress.
NVDA (Firefox)	
Note: There is no	If you have a course-related issue (e.g., course content,
screen reader support	assignment trouble, quiz difficulties), please contact me during
for Canvas in Chrome	office hours or by email.

Course Goals or Overview:

This course is designed to encourage you to explore, develop, and apply the techniques and principles used in broadcast and entertainment announcing across multiple platforms. Audio, television/video, news, interviews, sports, scripted, and adlibbing. This course will encourage you to become comfortable delivering a broadcast message on television, radio or in front of a live audience. That audience could be a broadcast audience or anything from a one-on-one sales pitch to presenting in front of a large crowd of people. This skill translates to multiple platforms, encompassing "legacy" as well as new and evolving media formats.

Learn	ing Objectives/Outcomes: At the end of this course, students will be able to:
1	Description in the second control of the sec

Demonstrate how to interpret and edit copy
 Deliver ideas succinctly with fluid articulation and correct pronunciation
 Generate, interpret, and present scripted and non-scripted (ad-lib) material for a variety of media programming formats.

4	Complete assignments using industry-standard techniques appropriate
	professional-standard audio/visual gear
5	Create a professional-quality demo reel

Course Outline

This schedule is *tentative*, and as a result is subject to change by the instructor. Substantive changes to this schedule will be communicated in class, via Canvas announcement and/or via email. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections of Canvas.

Key Dates

Please take note of the following key dates for the spring term:

1/13/25 Registration Deadline
1/12/25 First Day of Class
3/10 – 3/14/25 Spring Break – No Classes
3/12/25 Midterm Grades Due
3/28/25 Last day to drop a class with a "W"
4/11/25 Last day to drop ALL courses with a W
5/1/25 Last day to drop ALL courses with a W

1/29/25 Census Day 5/1/25 Last day of instruction – last day to file for

incomplete

1/29/25 Last day to drop a class without a "W"

5/5 - 5/10/25 Final Exams

<u>Date</u>		<u>Topic</u>	Reading Due	<u>Chapter</u> <u>Quiz</u>	Assignment Due
1/13	М	Syllabus, course overview			
1/15	W	No Class			
1/20	Μ	MLK Day - NO CLASS			
1/22	W	Intro recording activity			
1/27	М	Introduction to announcing/performance	Chapter 1		
1/29	W	Introduction to announcing/performance	Chapter 1		
2/3	М	Vocal/performance development	Chapters 4-5		
2/5	W	Vocal/performance development	Chapters 4-5	Quiz 1 (Ch. 1, 4-5)	
2/10	М	Microphones and the audio announcing environment	Chapter 2		
2/12	W	Microphones and the audio announcing environment	Chapter 2		PA 1
2/17	М	Commercial announcing and ad reads	Chapter 6		
2/19	W	Commercial announcing and ad reads	Chapter 6	Quiz 2 (Ch 2, 6)	
2/24	М	Studio recording and ad reads	Chapter 9		PA 2

2/26	W	Studio recording and ad reads	Chapter 9		PA 2
3/3	М	Interviewing			
3/5	W	Mixing			
3/10	Μ	SPRING BREAK - NO CLASS			
3/12	W	SPRING BREAK - NO CLASS			
3/17	М	TV and the studio environment			
3/19	W	TV and the studio environment Multitrack mixing (Classroom)	Chapter 3 Chapter 7		
3/24	М	On-Camera Announcing: TV Studio I			Announcing 2/3 (in class)
3/26	W	On-Camera Announcing: TV Studio I			Announcing 2/3 (in class)
3/31	М	On-Camera Announcing: TV Studio I			Announcing 3 (in class)
4/2	W	On-Camera Announcing: TV Studio I			Announcing 3 (in class)
4/7	М	On-Camera Announcing: TV Studio I			
4/9	W	On-Camera Announcing: TV Studio II			Announcing 4 (In-Class)
4/14	М	On-Camera Announcing: TV Studio II			Announcing 4 (In-Class)
4/16	W	On-Camera Announcing: TV Studio II			Announcing 4 (In-Class)
4/21	М	On-Camera Announcing: Standups			Announcing 4 (In-Class)
4/23	W	Standups			
4/28	М	Standups Practice and assignment	Chapter 13		Announcing 5
4/30	W	Demo Reels and job searches	Chapter 14	Quiz 3 (Ch. 3, 13,14)	
5/7	W	Finals Week 11:00 – 1:00			Demo reel

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course. Further information will be provided on Canvas and on assignments handouts. Assignments may appear in the Canvas modules twice, once during the week that they are assigned, and a second time during the week that they are due.

Assignment Categories

- Announcing Assignments (60%)
- Chapter Quizzes (15% total)
- Demo Reel (10%)
- Self-Evaluations (5%)
- Participation/Attendance (10%)

Announcing Assignments:

Variety of announcing assignments across multiple platforms and announcing style, including audio/radio, studio television, standups, interviewing, sports, on-camera demonstration. For each assignment, in-class review will be conducted.

Chapter Quizzes:

Quizzes covering 2-3 book chapters. Quizzes consist of multiple choice, fill-in-the-blank, and short answer questions.

Demo Reel:

Includes a combination of your best audio and video stand-ups, interview, recorded spots that could be submitted to a perspective employer

Participation/Attendance:

Mix of in-class activities, attendance, completion of assigned review activities.

Extra Credit

Any extra credit opportunities will be announced in class and on Canvas, so stay tuned!

Grading Matrix:

Each of the following assignments will be detailed thoroughly on Canvas. Be sure to access Canvas frequently for assignment guidelines and other important class documents.

Assignment Category	<u>Weight</u>
Announcing Assignments	60%
Chapter Quizzes	15%
Demo Reel	10%
Self-Evaluations	5%
Participation/Attendance	10%

Total 100%

Your final grade is based on a standard grading scale

90%+ = A 80-89% = B 70-79% = C 60-69% = D

0-59% = F

Course Policies and Expectations

Missing Class: If you miss class, it's entirely your responsibility to find out what in-class activity, reading, exercise you missed so that you can get caught up and anything that you missed turned in on time. Handouts, powerpoints, assignments, and the like will be posted on the class Canvas, though they may not always be posted immediately after class; so my advice would be to get and keep in contact with your classmates and use each other as resources.

Mac Lab Policies

The schedule of courses held in this room is posted (or will be after the first week) at the front of the room, and this room is open to you and anyone else in the program to work as long as this building is open.

- Make sure that you <u>log out</u> of Adobe via the Help menu before you leave the room. Otherwise, you will stay signed into your individual license on that machine, and whoever sits there next will be signed in as you. I recommend that you do the same thing with Canvas too, just make sure that you actually quit the browser instead of just closing the window.
- Save all of your work to a USB or external hard drive. <u>DO NOT SAVE TO DESKTOP OR DOWNLOADS</u>. Not only does it make it easier for you (and everyone else) to find your own work, but in the event of desktops being cleared this makes it easier to tell what files need to be retained.
- Absolutely **NO** eating in the lab. Beverages must be contained either in a bottle or similar container with a lid.
- Please clean up after yourselves. This includes tissues, disinfecting wipes, gloves, papers, etc.

Late work Policy

In the announcing/voiceover world, keeping to deadlines are of the utmost importance. Programs are often live, so if you miss your deadline, <u>you don't go on air.</u> Unlike other classes that you may have taken from me, in this class deadlines will be *strictly* enforced, and Canvas submission portals will close a few hours after the deadline has passed. (A slight grace period has been built in to allow for well-known demand issues that just so happen to occur late at night.)

<u>Last day to submit any work, unless otherwise noted, is 11:59 p.m. on the last regular day of instruction, May 1, 2025.</u>

Last day to submit your demo reel is 11:59 pm on our assigned Finals week meeting date. NO EXCEPTIONS.

Your instructor retains the right to modify this policy as situations warrant.

Communication: In the real world stuff happens. Life happens. Especially during circumstances like these. If a technological or life situation happens that impacts your ability to work well in this course, the single most important thing you can do is COMMUNICATE. (You know, the thing you're all studying?) I am willing to work with you (within reason) on managing class stuff but I can't do anything if I don't know what's

going on. Same goes for your fellow classmates. We're all in this together, but we can't help unless you communicate with us.

Comm & Digital Media Equipment Checkout: We will be producing creative works in here. Comm and Tech equipment is available for checkout. As of now, all equipment checkout goes through the Speaking Lab (email: untdallas.edu (email: untdallas.edu on an appointment basis. Further details will be provided on Canvas once policies are finalized.

My general advice:

- Plan/schedule your appointment in advance of when you need your equipment.
 The Center is managed by a faculty member (and usually a student worker) with
 multiple responsibilities and advance notice is appreciated. Be sure to check out
 early enough to allow for possible charging time.
- 2. Know what you need and BE SPECIFIC we have more than one type of camera (meaning if you want one of the big video cameras, specify as such!), multiple types of microphones available, as well as mounts, lights, headphones, recorders, and other accessories. You (and/or your team members) are the expert on the equipment needs of your project!
- 3. This isn't the only class using this equipment. This also means that these projects are going to require likely more planning ahead than many of you may be used to. Otherwise, I know some of you have your own cameras and gear, mics, etc. so we may have to work with that too, so long as the quality is equivalent.

Assignment Policy: Students are expected to read assigned material before class and participate actively in class. This includes actively engaging in class discussion and group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent.

Quizzes Policy: Quizzes should be completed by their due dates in Canvas. Quizzes will not be reopened except for documented emergencies (See Student Handbook).

Participation in Intercollegiate Athletics: Student-athletes participating in UNT Dallas Athletics have the responsibility of being students first. This means that it's **your** responsibility to:

- Communicate any potential absences due to participation in UNT Dallas Athletics events/competitions to your instructor in writing <u>prior to</u> the date of the absence in order for the absence to be excused
- Complete any and all resulting missed work within a reasonable time period
- Ensure that required Athletics compliance forms are submitted at the required times and filled out accurately. (Remember, it's your eligibility, not your instructors'.)

Academic Dishonesty and Plagiarism: Don't. Just don't. All of your work is expected to be your own original work produced for this course. Passing off someone else's work as your own, or submitting work done for another course, or submitting work completed by AI/LLMs as your own, triggers the involvement of more people than just your professor

(Program Coordinator, possibly the Dean and/or Provost). Play dumb games, win dumb prizes.

Ethics, Integrity and Al

Students are expected to complete their own original work, including but not limited to assigned work in class or at home, examinations, and research-based projects. It is academic dishonesty to use the ideas, data, or language of another without specific or proper acknowledgement. If you use ideas of others, regardless of who those individuals are (experts in their field, websites, friends from class, etc.), you must provide proper citation. Cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, tampering with the academic work of other students, use of Artificial Intelligence software to complete your work (unless explicitly permitted), or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under university regulations.

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Disabilities Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodation at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability@untdallas.edu on the first floor of the Student Center.

<u>Canvas Instructure Accessibility Statement:</u>

University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at https://www.canvaslms.com/accessibility.

<u>NOTE</u>: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Grade of Incomplete: In order to receive an incomplete in this course, the Grade of Incomplete Form posted on the Registrar forms site must be completed, signed and returned to the Office of the Registrar by the deadline posted in the Academic Calendar (last date of regular instruction.) For other questions related to grade of incomplete, contact Dr. Dawn Sales, Assistant Provost, at dawn.sales@untdallas.edu.

Disruptive Behavior: Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absence for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNTD Policy 7.001 found at https://www.untdallas.edu/hr/upol) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

CoursEval Policy: Student evaluation of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: Students are expected to read assigned material before class and participate actively in class assignments. This includes actively engaging in class discussion and group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent.

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at http://dallascatalog.unt.edu.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information, please refer to

http://www.untdallas.edu/police/resources/notifications

If bad weather affects your ability to engage in course content, communicate with your instructor and team members (when applicable) ASAP.

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)

Class Policies and Expectations

Active Learning

You are expected to take an active role in learning. If you are having trouble, come and see me – I will be glad to help. If there are things you do not understand, raise questions in class, as others may benefit from your inquiry, and may also be able to help you. Remember, you're all in this together so feel free to use each other for support as well. If you are hesitant to speak up in class, stop by after class or send me an email. I am here to assist in your learning, so do not hesitate if you need clarification or assistance.

Plagiarism

Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Cheating, plagiarizing, falsification, misrepresentation or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under college regulations.

Grade Disputes

Grades will be discussed only during the instructor's office hours. Please do not ask grade questions during class time. If you have an issue with your grade, please wait 24 hours, but no later than 48 hours before submitting an email articulating your concern about your grade. Please include a reference to the work in question. This will give both the instructor and the student time to carefully review all of the information. After 48 hours, your grade will not be changed.

Inclusive Language and Intercultural Diversity

Please use non-sexist language and appropriate cultural terms when speaking and writing. Since the language we use shapes the way in which we see the world, the words we use matter. For example, use "he or she" instead of "he" when referring to a hypothetical person. Similarly, use "everybody" instead of "you guys," "people" instead of "man" or "mankind." Use, "Asian" instead of "Oriental," etc. Encouraging different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities fosters understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Citizenship

Each of us is responsible for creating a positive learning environment. Respectful class participation includes contributing ideas that relate to the topic, asking questions to clarify understanding, responding thoughtfully when called upon, and giving respectful attention to the instructor and classmates. Good communication skills include listening carefully to diverse opinions, analyzing what is said, clearly stating opinions without personal put-downs, encouraging classmates, synthesizing new information, and applying it. Disrespectful communication includes interrupting or attacking others, monopolizing the conversation, carrying on side conversations, and using personal technology for purposes other than classroom activity. A positive classroom environment improves learning for both the individual student and for the class as a whole.

Drop/Withdrawal Policy

Withdrawing from a course is a formal procedure which **YOU** must initiate; the instructor cannot do it for you. You may withdraw from a class in either Admissions or Advising. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of "F." Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel the need to withdraw.

College-Level Reading, Writing, and Speaking Skills

College-level reading, writing, and speaking are expected. If your outlines or presentations do not meet college-standards, you will not receive credit for them. If you find you need help correcting grammatical and word choice errors, I strongly advise you to meet with a tutor in The Learning Center (M-216).

In addition to specific requirements for each paper assignment, please note the following guidelines in preparing all assignments:

- All written assignments must be typed.
- Format: Double-spaced, 12pt standard font (Arial, Calibri, Times New Roman), 1" Margins, adhering to the APA Style Guide and/or indicated script format.
- All assignments must be submitted through Canvas before 11:59 pm the day they are
 due. In the event of a technical issue, you may email the file to Mr. O BEFORE 11:59
 pm AND submit the file through Canvas when you are able.
- Be sure to proof read your written work before submitting in order to correct any grammatical errors or spelling mistakes. Please note that grammar and spelling are considered in grading. Knowing how to write properly is an essential part of communication.

If these requirements are not met, points will be deducted from your paper grade.

"The Oath"

Criticism is not personal.

I will not take criticism personally.

Nor will I make my criticisms personal.

Improvement is always the goal.

I will be open to improving my work

And to helping others improve theirs.

So that all our work is at its best.