Unit 03: Broadcasting Basics

Content Area: **Technology**
Course(s): **Television Production 2**
Time Period: **October**
Length: **5 Blocks**
Status: **Published**

Transfer Skills

Reporting the news is a complex yet creative process. While students bring with them knowledge of microphones and pre-conceived notions of news programming. Students will begin to develop an appreciation for what a news producer considers while developing news stories.

Enduring Understandings

There are qualities of news in every news story and production you view.

There are a variety of influences that can help predict the news we view, and produce.

We should account for the factors influencing us as producers, and the qualities of news whenever we are producing.

Essential Questions

Why can ownership or censorship effect you as a producer?

Why might one quality of news gain more viewership over another?

What societal or school based influences may influence you as a producer?

Why is it important to understand the factors that influence the media?

Content

Vocabulary:

Media Paradigm, timeliness, proximity, prominence, conflict, shock value, consequence, human interest,

Electronic News Gathering, Reporter, News Anchor, Reporter Stand Up, Hand held Microphone, Pick Up Patterns, omni-directional, bi-directional, cardioid, Chroma Key

Skills

Recognize key terms related to factors influencing the choices made in the media.

Evaluate news stories for qualities and outside influences and report the findings.

Select qualities of news when choosing news stories.

Understand the role a reporter plays in a newscast.

Understand the role an anchor plays in a newscast.

Select an appropriate microphone for a reporter.

Create reporter stand ups.

Create lower thirds.

Implement proper lighting for use with chroma key.

Resources

ENG Video Camera; Video Editing Software, Handheld Microphone

Standards

9.3.12.AR.1	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR.3	Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.
9.3.12.AR.4	Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
9.3.12.AR-JB.1	Describe the diversity of functions within the Journalism & Broadcasting Career Pathway.

9.3.12.AR-JB.2	Demonstrate writing processes used in journalism and broadcasting.
9.3.12.AR-JB.3	Plan and deliver a media production (e.g., broadcast, video, Internet and mobile).