

## Washtenaw Community College Comprehensive Report

### COM 160 Voice and Articulation Effective Term: Fall 2021

#### Course Cover

**Division:** Humanities, Social and Behavioral Sciences

**Department:** Communication, Media & Theatre Arts (new)

**Discipline:** Communications (new)

**Course Number:** 160

**Org Number:** 11500

**Full Course Title:** Voice and Articulation

**Transcript Title:** Voice & Articulation

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:**

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Rationale:** I have completed the assessment for COM 160 and, based on the results, am ready to update the master syllabus.

**Proposed Start Semester:** Fall 2021

**Course Description:** In this performance-based course, students are introduced to the verbal and non-verbal elements that are utilized in broadcast media announcing. Focus is placed on the verbal basics such as breathing, pitch control and articulation, along with the non-verbal fundamentals of paralanguage and body language. These rudiments are paired together with copy analysis and script marking to give students a full understanding of the process of announcing in the many different fields of broadcasting. Practice in script reads, vocal exercises and self-evaluations give the student ample opportunities to understand and showcase these new techniques.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

#### General Education

## **Request Course Transfer**

### **Proposed For:**

Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Lawrence Tech  
Michigan State University  
Oakland University  
University of Detroit - Mercy  
Wayne State University  
Western Michigan University  
Central Michigan University

## **Student Learning Outcomes**

1. Demonstrate verbal elements used in announcing copy.

### **Assessment 1**

Assessment Tool: COM 160 Announcing Activity

Assessment Date: Winter 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score an overall average of 70% or higher on the announcing activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

2. Demonstrate non-verbal elements used in announcing copy.

### **Assessment 1**

Assessment Tool: COM 160 Announcing Activity

Assessment Date: Winter 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score an overall average of 70% or higher on the announcing activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

3. Analyze copy for recorded performance.

### **Assessment 1**

Assessment Tool: Copy Analysis Activity

Assessment Date: Winter 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score an overall average of 70% or higher on the copy analysis activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

## 4. Mark copy for recorded performance.

**Assessment 1**

Assessment Tool: Copy Analysis Activity

Assessment Date: Winter 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score an overall average of 70% or higher on the copy analysis activity.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

## 5. Define basic articulation terminology.

**Assessment 1**

Assessment Tool: Departmental quiz

Assessment Date: Winter 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score an overall average of 70% or higher on the quiz.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

**Course Objectives**

1. Demonstrate the verbal elements used in announcing copy, including proper breathing techniques.
2. Demonstrate the verbal elements used in announcing copy, including optimum pitch.
3. Demonstrate the verbal elements used in announcing copy, including phonation.
4. Demonstrate the verbal elements used in announcing copy, including resonance.
5. Demonstrate the non-verbal elements used in announcing copy, including volume variation.
6. Demonstrate the non-verbal elements used in announcing copy, including pitch variation.
7. Demonstrate the non-verbal elements used in announcing copy, including rate and duration.
8. Demonstrate the non-verbal elements used in announcing copy, including articulation.
9. Analyze copy for the following elements: purpose.
10. Analyze copy for the following elements: mood.
11. Analyze copy for the following elements: meaning laden words.
12. Mark copy of script to reflect analysis for recorded read, including pauses.
13. Mark copy of script to reflect analysis for recorded read, including pitch changes.
14. Mark copy of script to reflect analysis for recorded read, including pacing changes.
15. Mark copy of script to reflect analysis for recorded read, including volume fluctuations.
16. Define basic articulation terminology used in the broadcast industry, including the verbal elements of announcing.
17. Define basic articulation terminology used in the broadcast industry, including the non-verbal elements of announcing.
18. Define basic articulation terminology used in the broadcast industry, including the script-marking elements of announcing.

**New Resources for Course****Course Textbooks/Resources**

Textbooks

Hausman, Benoit, Messere and O'Donnell. *Announcing: Broadcast Communicating Today*, 5th ed.  
Thomson Wadsworth - Cengage, 2004, ISBN: 0-534-56310-4.

Manuals  
Periodicals  
Software

### **Equipment/Facilities**

Level III classroom  
Computer workstations/lab

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Jan 25, 2021</i>
<b>Department Chair/Area Director:</b> <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Feb 01, 2021</i>
<b>Dean:</b> <i>Scott Britten</i>	<i>Recommend Approval</i>	<i>Feb 04, 2021</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Mar 30, 2021</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Mar 31, 2021</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Apr 09, 2021</i>