

COURSE DETAIL

RADIO BROADCASTING

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies Communication

UCEAP Course Number

147

UCEAP Course Suffix**UCEAP Official Title**

RADIO BROADCASTING

UCEAP Transcript Title

RADIO BROADCASTING

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The course presents a practical and theoretical study of radio production, broadcasting, and recording. It examines radio as a communication medium and the technical components to develop radio programming. Principal topics include the fundamentals of radio broadcasting; technical and operational components; reading and writing; the functions of a producer; scripts; radio genres (fact, fiction, and opinion); types of stations and programming; target audiences; commercials; and selling air-time.

Language(s) of Instruction

Host Institution Course Number

13513

Host Institution Course Title

RADIO BROADCASTING

Host Institution Campus

Getafe

Host Institution Faculty

Facultad de Humanidades, Comunicación y Documentación

Host Institution Degree

Grado en Comunicación Audiovisual

Host Institution Department

Departamento de Comunicación

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