LSPR Communication & Business Institute

Subject Syllabus

Subject Code : BDM11

Subject Title : Radio Studio Production & Post Production

Subject Specification : For students in Broadcasting & Digital Media Communication Major

Subject Overview : With the development and rise of podcast era, students will learn how to convey a powerful message through audio with various types and concepts. Students will also learn about many platform to spread their message, analyze the best platform and creating a continous and interesting information for public and target market

Course Objectives :

1. Students are able to plan podcast content based on general and specific knowledge about podcasts both theoretically and practically
2. Students are able to design podcast content based on knowledge and analytical skills regarding communication phenomena which are the basis for creating audio podcast concepts
3. Students are able to plan a series of pre-production, production and post-production processes, especially in audio-based content
4. Students are able to demonstrate the process of producing and distributing podcast content using one or more platforms to optimize the distribution of audio content

Course Method : Contextual Learning, Project Based Learning; Role – Play & Simulation, Small Group Discussion

Learning Outcome (Competence) :

Knowledge : 30%
Skill : 40%
Attitude : 30%

Course content :

Week	Topic
1	Introduction
2	Podcast in Social Media Landscape
3	How to start a podcast

4	Developing Team, Goals and Objectives
5	Podcast Production
6	Podcast Distribution
7	Building Community and Intractivity
8	**Mid Term Examination**
9	Podcast Production (Pre Production) I
10	Podcast Production (Pre Production) II
11	Podcast Production (Pre Production) II
12	Podcast Production
13	Podcast Production (Post Production) I
14	Podcast Production (Post Production) II
15	Discussion : Final Review
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction	• Radio Production review & Radio convergence • Acknowledging digital media industri	Contextual Learning;
2	Podcast in Social Media Landscape	• Acknowledging the pordcast in social media lanscape especially in Indonedia	Contextual Learning;
3	How to start a podcast	Acknowledging how to start a podcast 101	Contextual Learning; Small Group

			Discussion
4	Developing Team, Goals and Objectives	• Acknowledging podcast management	Contextual Learning; Small Group Discussion
5	Podcast Production	• Acknowledging How develop a concept, & writing script	Contextual Learning, Role Play Simulation
6	Podcast Distribution	• Acknowledging Podcast distribution in digital media	Contextual Learning, Role Play Simulation
7	Building Community and Intractivity	• Acknowledging building community and interactivity using podcast	Contextual Learning, Small Group Discussion
8	**Mid Term Test**		
9	Podcast Production (Pre Production) I	• Develop a team, Objective, Goal & Concept	Role – Play & Simulation, Project Based Learning Small Group Discussion
10	Podcast Production (Pre Production) II	• Writing Script for production for Episode 1 & 2	Role – Play & Simulation, Project Based Learning Small Group Discussion
11	Podcast Production (Pre Production) II	• Writing Script for production for Episode 3 & 4	Role – Play & Simulation, Project Based Learning Small Group Discussion
12	Podcast Production	• Produce the Audio Podcast for Episode 1-4	Role – Play & Simulation, Project Based Learning Small Group Discussion
13	Podcast Production (Post Production) I	• Acknowledging audio podcast editing using software • Review Episode 1 & 2	Role – Play & Simulation, Project Based Learning Small Group Discussion
14	Podcast Production (Post Production) II	• Acknowledging audio podcast editing using software • Review Episode 3 & 4	Role – Play & Simulation, Project Based Learning Small Group Discussion
15	Discussion : Final Review	• Acknowledging how podcast works	Role – Play & Simulation, Project Based Learning Small Group Discussion
16	**Final Examination**		

Midterm Exam Guideline **:** Paper Submission
Final Exam Guideline **:** Group Project

References **:**

1. The Routledge Companion to Radio & Podcast Studies. Lingren, M ; Loviglio, J. Routledge, New York, First Published. 2022
2. Podcast Academy Presents : The Business Podcasting Launching, Marketing & Measuring Your
3. Podcast. Geoghegan, Michael; Cangialosi, G; Irelan, R; Bourquin, T; Vogele, C. Elsevier, Inc. 2007

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