LSPR Communication & Business Institute

Subject Syllabus

Subject Code : BDM06

Subject Title : Technique of Profesional Presenter

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

Subject Overview : Technique of Professional Presenter subject teaches students not only to understand, but to master the various techniques that a presenter needs in the process of delivering the message. The technique includes body language, voice producing, interview technique, studio presenting, etc. Students are also taught to master every news form, as well as the writing skills.

Course Objectives :

1. Technique of Professional Presenter subject aims to set students with knowledge of presenter positioning in the mass media industry. Students also have to master various reporting and presenting techniques from basic to advanced level.

Course Method : Discovery Learning, Contextual Learning, Self Directed Learning, Role - play an Simulation

Learning Outcome (Competence) :

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

Course content :

Week	Topic
1	Presenter Positioning in Mass Media Industry
2	The Significance of Presenting
3	Body Language and Appearance
4	Stand Up Reporting (Theories – Applied)
5	Stand Up (Practice)
6	Studio Presenting (Theories – Applied)

7	Studio Presenting (Practice)
8	**Mid Term Examination**
9	Voice Producing
10	Entertainment and Sport (Theories – Applied)
11	Entertainment and Sport (Practice)
12	Dialog and Talkshow (Theories – Applied)
13	Dialog and Talkshow (Practice)
14	Ethics and Personal Branding
15	Final Exam
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	Presenter Positioning in Mass Media Industry	• What can affects the presenter's career in the mass media • Mass media industry today • Knowing about rating and share	Contextual Learning
2	The Significance of Presenting	• The meaning of being a presenter • How mass media choose presenters	Contextual Learning
3	Body Language and Appearance	• The important of Body language as non verbal communication	Contextual Learning, Self Directed

		• Using body language for presenting • Wardrobe.	Learning
4	Stand Up Reporting	• News Writing • Stand Up reporting forms: • Live Reporting, Live on Tape, Short On Camera Script writing criteria for broadcast	Contextual Learning, Self Directed Learning, Simulation
5	Stand Up (Practice)	• Course Work #1	Contextual Learning, Self Directed Learning, Simulation
6	Studio Presenting (Theories – Applied)	• Knowing studio equipment • How to present in a studio • What needs to be prepared	Role - play and simulation
7	Studio Presenting (Practice)	• Course Work #2	Role - play and simulation
8	**Mid Term Test**		
9	Voice Producing	• Various techniques of voice producing (DoReMi, basic tone, emphasize technique)	Role - play and simulation
10	Entertainment and Sport (Theories – Applied)	• Basic knowledge about entertainment and sport presenting • How to do the entertainment and sport presenting	Role - play and simulation
11	Entertainment and Sport (Practice)	• Course work #3	Contextual Learning, Self Directed Learning, Simulation
12	Dialogue and Talkshow (Theories – Applied)	• Various interview techniques • Dialogue form • Do and Dont's on interview • Mistakes on interview	Contextual Learning, Self Directed Learning, Role - play and simulation
13	Dialog and Talkshow (Practice)	• Course work #4	Contextual Learning, Self Directed Learning, Role - play and simulation
14	Ethics and Personal Branding	• Ethics in presenting • Presenter personal branding	Discovery Learning, Self Directed Learning, Role -

			play and simulation
15	Final Exam	• Final Exam	
16	**Final Examination**		

Midterm Exam Guideline **:** Practice
Final Exam Guideline **:** Group Project (Practice)

References **: -**

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