

MCOM 220

The Art of Podcast Production

3 Credits

Community College of Baltimore County
Common Course Outline

Description

MCOM 220 – The Art of Podcast Production: prepares students to enter the podcast industry. Through hands-on experience, students participate in each stage of podcast production, from picking a topic, to research and writing, recording, managing tape, editing, sound design, and publishing. This course also examines podcasts within the social and historical context of audio storytelling, as well as their emergence into mainstream media.

Pre-requisites: MCOM 111 or DIGM 111

Overall Course Objectives

Upon completion of this course, students will be able to:

1. describe how and why podcasting became a part of mainstream media;
2. analyze the importance and benefits of podcasts in the current media landscape;
3. explain the significance of podcasts as an intimate form of storytelling;
4. investigate the role of ethics and diversity in podcasting;
5. describe the various podcast formats;
6. perform the role of podcast producer;
7. research story ideas with journalistic integrity and acknowledgement of bias;
8. create a production strategy for a podcast show;
9. use high-quality sound recording techniques;
10. employ a variety of voice production techniques used in podcasting;
11. write a podcast treatment using the three-act story structure;
12. implement interviewing skills;
13. perform technical and artistic audio editing;
14. explain established protocols for launching and distributing podcasts; and
15. analyze the power of podcasting to benefit individuals and society.

Major Topics

- I. Podcasting Growth, Trends, and Landscape
- II. Best Practices for Recording "Good Tape" in the Studio and in the Field
- III. Podcast Formats
- IV. Selecting Topics and Formats
- V. Research for Podcasts
- VI. Building a Story
- VII. The Art of the Interview
- VIII. Voice Techniques
- IX. Editing Software

The Common Course Outline (CCO) determines the essential nature of each course.

For more information, see your professor's syllabus.

- X. Publishing Podcasts
- XI. Promotion Techniques and Strategies
- XII. Finding and Maintaining an Audience for Podcasts
- XIII. Employment and Entrepreneurship in the Podcasting Industry
- XIV. Legal Issues in the Podcasting Industry

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Active participation in class discussions
- Podcast critique
- Plan, conduct, record, and edit an interview
- Podcast production plan for original show
- Produce three 5-minute episodes for original show, including at least one episode following the three-act structure
- Written exam covering the basics of podcast production

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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