

SYLLABUS

1. Course title:

Radio Production IV Course: Expressive means and resources of the radio.

2. Code:

RP IV

3. Cycle of study:

1

4. ECTS credits:

5

5. Type of course: Mandatory Elective**6. Prerequisites:**

Completed pre-exam. Seminars. Colloquia. Semester overview of RP IV.

7. Class restrictions:

Only students of the study program - Production Department.

8. Duration / semester:

1

4

9. Weekly contact hours:

9.1. Lectures:

2

9.2. Seminars:

2

9.3. Laboratory/Practice classes:

10. Faculty:

Academy of Dramatic Arts

11. Department/study program:

Production

12. Lecturer:**13. Lecturer's e-mail:**

14. Web site:

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15. Course aims:

- expressive means and resources of the radio.
- Production on the radio.
- Management of radio.

16. Learning outcomes:

Ability to present and interpret the content of the program object. Adoption of skills in recognizing the comprehensiveness radio production through differentiation generic form of radio programs mastering the skills of the editorial board on the various editorial and genre program contents. Understanding the skills of management as slo-ženijeg segment radio production.

17. Course content:

Module 1: Production on the radio.

1. Edit program radio. Program scheme, the program as a whole, the daily program, program blocks, individual shows, thematic units, special shows, festive programs ...

2. The role of research in the process of programming the radio. Audience research. Research methods audience.

3rd genres on the radio. News, reports, surveys, interviews, radio package, reportage,

4. A informative content on the radio. Informative content as an element of programming radio. News shows.

Emissions type diary. Thematic shows. Special Broadcast.

Fifth radio documentary form. Documentary radio package. The documentary reportage. Documentary.

6th of radio art. Creative processes radio drama

7 Participants in the production of artistic programming content and art education.

8th Creative productions for Radio. The creative breakthrough as a contribution to the recognition of advertising.

Factors that influence the effect of advertising. The use of music. Use humor (dialogue). The style of presentation and length of advertising clip.

Semester examination work - Seminars + Colloquium.

Module 2: Management of radio

9th The organizational structure of the radio.

10th human resource management radio. The functions of personnel management.

11. Management software radio. The tasks and functions of the program department of the radio.

12th Managerial positions in the department of radio programs. The Managing Director / Manager. Program Director.

The producer of the program. Music editor. News editor.

13 Executive positions on the radio. The organizers, facilitators, leaders, reporters, journalists ...

14th Sales Management program. General sales manager.

15 Financial management of the radio. Financial operations of the radio. Revenue radio. Costs radio.

Final exam - Seminars + Oral exam.

18. Learning methods:

Teaching methods:

Mentoring principle of interactive teaching and any skill process. They like intensity, specificity and precision observations of changes in the students in the research process, it is the constant presence of the professor and assistants in all classes and exercises and lectures of professional art objects mandatory loan. Lectures and consultations. The practical teaching exercises.

19. Assessment methods:

- Semester overview of the work I
- Semester final exams
- the additional examination semester I and II

20. Assessment components:

- Semester overview of the work I
- Semester final exams
- the additional examination semester I and II

21. Required reading list:

1. Aleksandar Korać, Zoran Popović: Delatnost radija i televizije, Beograd, 1985.
2. Mira Đorđević (izbor) : Aspekti radija Sarajevo, 1978.
3. Toma Đorđević: Teorija informacija/Teorija masovnih komunikacija, Beograd, 1979.
4. Martin Šingler, Sindi Viringa: Radio Beograd, 2000.
5. Borislav Šesternikov: Okružujuća radio Difuzija, Beograd, 1979.
6. Maršal Makluan: Radio bubanj plemena, Beograd, 1971.
7. Zbornik radova: RTV Sarajevo-građa za Monografiju, Sarajevo, 1976.
8. Časopis: Radio Sarajevo – Treći program Sarajevo, 1972 – 1985.
9. Zbornik radova: Ovde Radio Beograd, Beograd, 1979.
10. RTV časopis: Teorija i praksa, Beograd, 1981.
11. Uređivačka načela Javnog RTV sistema BiH, Sarajevo, 2003.
12. Muhamed Nuhić: Komuniciranje, od pećinskog crteža do inetrneta, Sarajevo, 2000.
13. Zbornik radova: Jezik u sredstvima informisanja i izdavačkoj djelatnosti BiH, Sarajevo, 1977.
14. Peacock, J.: Book Production, London, 1995.
15. Marušić, S.: Upravljanje ljudskim Potencijalima, Zagreb, 2001.
16. Nikola Maričić: Menadžment radija, Beograd, 2007.
17. Ana Martinoli: Strategije programiranja komercijalnog radija, Beograd, 2015.
18. Aleksandra Ugrinić: Savremeni radio, Beograd, 2014.

22. Web sources:

23. Applicable starting from the academic year:

2013/ 14.

24. Adopted in the Faculty/Academy session:

19. 06. 2013.
