# Workshop: Radio Communication

## Prof. Matteo Di Palma

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

How is a successful radio product created? And a podcast? How is the audience reached? What competences must a radio host have? Starting from the basics of the differences between the types of audio content, the workshop will present the necessary tools to understand and manage the various dynamics of radio conducting styles through workshop practice. Special attention will be paid to producing a podcast, from planning to the finished product. At the end of the course, students will be able to plan, structure and fully produce podcast content.

The final aim will be to create episode zero to be published on the PodCatt University platform.

***COURSE CONTENT***

The workshop includes a theoretical and a practical part. The theoretical part will present the essential elements: the radio, the world of podcasting, the dynamics of audio communication (such as the editorial identity, topic management, strategies to be attractive and effective towards the target, to bring out personalities, and to retain audience).The practical part will consist of actual practice where students will be divided into small working groups just like in radio productions. Each team will gradually develop their own podcast idea from planning to actual publishing of the podcast. The practical workshop tests will include re-listening and collective analysis of what is produced each time.

***READING LIST***

- G. Simonelli, Cari amici vicini e lontani. L'avventurosa storia della radio, Bruno Mondadori, Milan 2012

- E. Menduni, Il mondo della radio. Dal transistor ai social network, Il Mulino, Bologna 2012

- E. Menduni, I linguaggi della radio e della televisione. Teorie, tecniche, formati, Laterza, Rome 2008.

Other in-depth readings may be suggested during the course.

The workshop has a limited number of a maximum of 20 participants, for a total of 20 hours. Attendance is mandatory for at least 70% of the total hours (a little over one day absence is therefore allowed).

Below the various phases of the course:

Theory.

The podcast. Nature, types, objectives. The process of producing a successful podcast will be illustrated, from the target audience to its distribution, through its structure and analysing each step for creating it.

Creation. Planning and writing. The methods of writing audio content will be explained (in-depth analysis, release, entertainment). Particular attention will be given to its seriality.

Practice.

Recording. Directing. Reaper directing software (available in the studio and easily downloadable from home) will be used for recording single talks in the studio. Ample space will be given to the use of the mixer and the entire equipment present during the workshop.

Recording. Directing. The different management styles will be illustrated depending on type of content. Attention will be devoted to rhythm, time, and content management: why keeping a certain type of rhythm? How is time managed in a talk show? and the topic? How to speak, grab audience attention and how to be effective.

Editing. Assembly and post-production. By using the Reaper Software, the workshop will show how to manage the editing and / or post-production phase, the bases, jingles, songs and previously recorded voiceovers, to give life to the single finished episode.

Recording content created during the lessons by the students in the studio. Subsequent assembling parts to the finished product.

Each lesson will include practical tests and will end with a home assignment to be submitted in the following class.

***ASSESSMENT METHOD AND CRITERIA***

Attendance of lessons and constant active participation are part of the assessment. The final mark will assess the final product of each work group.

***NOTES AND PREREQUISITES***

*Prerequisites*

Passion for the world of media communication. Good group work attitude.

*Notes*

There will be no course packs or slides. In this regard, dialogue with peers is highly encouraged to promote collaboration that aims to effectively achieve the goal.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.