

Course Title: BGU Radio Academy - Podcast production and radio broadcasting

Degree: B.A., B.Sc., M.A. M.Sc., Ph.D.

Course number: Semester A, 900-1-2900; Semester B, 900-1-2902.

This is an elective course under the “General courses” category that students can take. Registration is carried out by the course coordinators following a suitability interview, and registrations are entered into the BGU system via the University Center for External Learning (https://in.bgu.ac.il/acadsec/external_studies/Pages/default.aspx).

Co-Coordinators: Dr. Buzi Raviv and Prof. Simon Barak

Course credits: 2 (over two semesters)

Course size: Up to 8 participants

Preferred day and time for the course: Wednesday afternoon

Course description

Acquiring proficiency in communications is an essential part of student training, and the podcast revolution has facilitated digital communication worldwide of diverse content including academic topics. This course will provide students with the key tools and skills needed to produce professional podcasts. It has been designed as a hands-on, interactive learning experience where students will be trained in how to plan, research, write, and record high-quality podcasts including proper use of studio equipment. Additionally, students will learn how to craft an interview, add jingles and music, edit podcasts with editing software, and distribute their podcasts using platforms such as Spotify, Google Podcasts and Apple Podcasts. The course will guide students via lectures, and by means of live instructor-led sessions and practical assignments in the BGU Radio’s Sede Boker Campus studio. Students will be evaluated in the first semester based on practical assignments and in the second semester via the production of several podcasts.

Syllabus

- Introduction to BGU Radio and course overview.
- Conceptualization and scriptwriting: The university as a treasure box for podcasters.
- Audio productions formats: Podcasts vs live radio; Features of podcasts: Linear podcasts and narrative podcasts.
- Production skills: Planning, research, preparation for interviews, studio coordination.
- Broadcasting skills: Taming the microphone.
- Technician skills: Hands-on session - Using the studio equipment.
- Basic editing skills: Import, cut, trim, delete, paste, and fade.
- Advanced editing skills: Effects, diagnosis, multi-track, mix and export.
- Masterclass: Soundtrack Design or Live Radio Broadcasting or Science News Production
- Distribution and marketing toolbox: How and where to publish and distribute your products.
- Listening workshop and course summary.