



Course Description

Program:Radio&Tv Level: 4 Term: 2021-2022	Course name: Specialized programs Course code: RTV406
Number of studing units: Theoretical:3 Practical:0	Specialization: RTV

- **Targeted learning Outcomes:**

- A- Information & concepts:**

- A / 1 knows the concept of program planning for a broadcasting organization**

- A / 2 defines the elements for submitting a proposal for a plan to produce a specialized program**

- A/3 know the elements of children's programmes.**

- A/4 know the production and evaluation elements of talk show programs**

- A/5 know the basics of producing educational programs**

- A/6 defines the roles assigned to sports programs and the elements of their production**

- A / 7 know the aspects of producing women's programs**

- A/8 List ideas and issues that may be suitable for producing different types of programs**

A / 9 know the strengths and weaknesses in the production of certain types of specialized programs

According to the producer.

A/10 identifies the objectives and functions assigned to the different types of programs.

B- Mental Skills:

B/1 Apply the rules of strategic planning for different types of programs.

B/2 classifies the production elements of specialized programs in the different production stages

B/3 It diagnoses the weaknesses found in certain types of programs presented in Egyptian media.

B/4 plans to produce different types of specialized programs.

B/5 Evaluate the program performance of some specialized templates.

B/6 analyzes the production elements of different types of specialized programs.

B/7 Evaluate the specific functions of producing specialized programs and the target audience from each of them.

C– Professional skills:

C/1 Produces a specialized television programme

C/2 Produces a specialized radio programme

C/3 employs the types of specialized programs to serve community issues

C/4 Invents new ideas to present them through specialized programs.

C/5 Criticize the specialized programs in terms of form, content and treatment.

C/6 designs production proposals that are valid for specialized program production

C / 7 applies the studied production principles to the types of specialized programs

C/8 designs the appropriate format for the production of a specialized program

D– General skills:

D / 1 solves the problems of specialized program production in a scientific and realistic thinking.

D / 2 works with the team work on the stages of media planning.

D/3 conducts a dialogue with the team work in a democratic manner.

D/4 Uses modern capabilities in specialized program production

E-Content

- **The concept of specialized media**
- **Program planning**
- **Children's Programs**
- **Women's Programs**
- **Sports Programs**
- **educational programs**
- **Talk Show Programs**
- **Practical presentations of different programs designs**

F- Teaching and learning methods:

- **Lecture**
- **Discussion**
- **Presentations of specialized programs models**
- **Analysis and design of models**
- **Preparing different forms of specialized programs**

G- Evaluation System:

1-assignments,to know the student's ability to research and investigation.

2- discussion and participation in the lecture.

3- mid-term test& final exam.

