



COURSE DATA

DATA SUBJECT

Code: 36601
Name: Radio production
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	4	First quarter
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	3	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Complementos formativos de carácter optativo	ELECTIVES
1333 - Degree in Audiovisual Communication	Complementos formativos de carácter optativo	ELECTIVES

COORDINATION

PERIS BLANES ALVAR

SUMMARY

Radio Production is an elective course of the Degree in Audiovisual Communication.

In addition to the praxis in radio study, the contents of the subject include the study of specific History of radio in the world and Spain; the configuration and typology of programs in radio programming; definition of the typology of information programs: hourly bulletins and development program; approach to the operation of a news editorial office; work on criteria for selecting news and information sources; types of magazines and content characteristics and weekend night and sports programs. Likewise, advertising is worked on in its formats and purposes (business, institutional).

This is a completely practical subject in which students must develop a one-hour genre magazine pilot program/podcast to be carried out in groups, preferably of 4 people. To do this, there will be live recording of some sections and post-production editing of the rest, for which multitrack sound editing programs will be used. The project will be delivered in the last class of the course and must



have several previously established sections.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No other types of requirements are considered.

COMPETENCES / LEARNING OUTCOMES

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Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to carry out an analysis of the structures, contents and styles of television and radio programming, as well as the different variables that influence their configuration and both the communicative and performance processes than they generate.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Students should be able to adapt to technological and socio-occupational changes.

Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).

Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.

Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.

Students should be able to obtain and select relevant information and sources in order to solve problems



and elaborate on strategies.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should be able to understand and apply the techniques and processes of audiovisual creation and transmission in their different phases, in not only cinema but also television, video and other multimedia forms from the point of view of the staging, from the initial idea until the final product. This leads to the ability to create and direct the staging of cinematographic, video-graphic or televised audiovisual productions, taking responsibility for the direction of actors and adjusting to the script, work plan or existing budget.

Students should be able to understand and apply the techniques and processes of audiovisual production and transmission in the different phases, from the conception of a project until its commercialisation. This knowledge will lead to the development of the ability to plan and manage human resources, budget and technological resources, including all the processes involved in the management of audiovisual companies in their various fields.

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.

Students should have a practical and theoretical understanding of the organisation structures within sound and visual communication, as well as its evolution and development over time, including audiovisual taxation. This also includes knowledge of, and research into, the interrelations between the natures of the subjects within audiovisual communication: authors, institutions, companies, the media, storage and recipients.

Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.

Students should have the capacity and creativity necessary to take expressive and thematic risks within the scope and timeframes of communicative production, applying well-founded solutions and perspectives to the development of projects.

Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

Theoretical and practical knowledge of technologies applied to audiovisual media (photography, radio, sound, television, video, cinema, and multimedia supports), including the ability to use them in the



construction and handling of the different products involved in the field of audiovisual communication.

DESCRIPTION OF CONTENTS

1. News bulletin

It will explain what a news bulletin is and how it is built. Next, the students will have to write and produce a newsletter of around 10 minutes, which they will then have to announce and record live, as is done on professional radio. Among other sound elements, you will have to incorporate voice cuts of the protagonists, music and appropriate effects. The news that is incorporated into the bulletin must be current in relation to the central topic on which the radio magazine or podcast that they will be making revolves around.

2. The interview

The guidelines for conducting an interview in the sound medium and its typology will be explained. Next, the students will have to produce and write the questions for an interview with a person outside the group who has something to contribute in relation to the topic selected for the magazine. The interview will take place in the radio studios of the Taller Audiovisuals workshop and will be live. Its duration will be between 10 and 15 minutes.

3. The debate and the talk show

Students will be guided in carrying out a debate or talk show. Subsequently, the students will have to prepare and, where appropriate, write the topics of a debate or a talk show on an aspect or issue related to the topic of the magazine. All members of the group will participate and it will be a section that will be recorded live. Its duration will be around 10 minutes.

4. The report

The characteristics of the sound report will be remembered. Next, the students will have to produce, write, announce and post-produce a sound report on some aspect related to the magazine's topic. This is one of the most complex sections to carry out, because all the elements of radio language intervene in its process: voice, music, effects, silences. They will have to look for different voices of the protagonists. Its duration will be between 5 and 10 minutes.

5. Advertising

The advertising typology in sound language will be remembered. Subsequently, students must create advertising content, which will be distributed throughout the program. They will be in charge of production, writing, voice-over and post-production. Its duration will be around 5 minutes and any type of advertising related to sound content can be carried out.



6. The headline, the farewell and the continuity

Guidelines will be given to carry out these elements of sound creativity. Next, the students must produce, write, voice over and post-produce the program header, the farewell and the continuity between the different sections, with their own content or with the use of appropriate music. Its duration will be around 10 minutes.

7. Free section

The students will be in charge of producing, writing, hosting and post-producing a section with a free theme, as long as it fits the content of the magazine they are developing. Its duration will be between 5 and 10 minutes.

Learning outcomes

These contents will be reflected in the following learning outcomes:

- Knowing the codes and modes of representation typical of audiovisual communication.
- Planning human resources.
- Writing texts adapted to the medium.
- Writing scripts adapted to the medium.
- Managing the technologies applied to the media.
- Teamwork.
- Taking responsibility for your own project.
- Developing a creative or research work.
- Analyze the structures, content, and styles of television and radio programming.
- Design and configure radio and television production processes.
- Mix audio materials with a specific communicative purpose.
- Record acoustic signal

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Laboratory	45,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	7,50
Individual or group project	35,00
Independent study and work	15,00



Preparation of lessons	10,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	67,50

TEACHING METHODOLOGY

Presencial activities

In-person teaching will follow the following methodologies:

- **Master lesson:** the theoretical guidelines will be presented in class so that students can carry out practical work with all guarantees.
- **Study and analysis of cases:** examples of radio programs and podcasts that serve as guidance to students in carrying out their practices will be analyzed collectively.
- **Classroom presentation and group work:** cooperative and group work is one of the essential methodologies of this subject.
- **Realization of audiovisual projects:** the main project of the subject is a magazine genre program or podcast.

The dynamics of the classes will be completely practical. The teacher will give instructions on how to approach each of the activities and the students will begin to develop them in a working group of 4 people ideally, and exceptionally 3 or 5.

Each activity will be a section or part of the radio magazine that students will have to do and will be conducted separately, but all sections will be put together at the end of the course to make up the requested one-hour radio magazine.

Each week, students will be required to complete one of the sections. There will be sections that, due to their complexity, require more than a week of work. The work consists, first of all, of the elaboration of the script and later, of its locution. This speech can be done lively, with the recording by one of the classmates and the incorporation of music and other effects, or deferred, in post-production with the appropriate programs.

The sections that will be performed live will be ready to be incorporated into the final magazine, while the sections recorded in deferred will have to be prepared for incorporation, eliminating those parts that have not been correct, incorporating the music and the proper effects.

The work of the students will be autonomous, always with the supervision of the teacher, who will act as tutor and companion, present in the recordings and resolving all those doubts that may arise. This subject is more complex than the second year and the students already have experience in terms of radio creation. The aim is, therefore, that they exploit all their creativity and know all the expressive possibilities of the radio medium and sound creation.

On the last day of class, each group will hand in their audio magazine format, in WAV audio format, and



close the course. The teacher will ask in a PDF document for the materials that the students have used during the making of the magazine, such as scripts, to evaluate the work done. The locution and edition of the projects will not be able to be carried out outside the hours foreseen in the classes.

Non presencial activities

Students will carry out the following non-face-to-face activities:

- **Attendance at other activities:** some activity related to professional sound creativity will be organized.
- **Preparation of individual or group work:** students will spend a few hours working on the project with the members of their team.
- **Independent study and work:** the students will also prepare the different sections independently, documenting themselves for the project.
- **Class preparation:** students will prepare part of the content at home.

Throughout the course, the teacher will be able to invite students to have tutorials with each of the groups outside of class hours to resolve any questions that may arise. These tutorials will be open and available to all students on pre-set days and times.

Educational innovation

This subject is also included in the educational innovation project PíEE 3893465 TOTA LLENGUA FA PARET. A podcast of Sociology of language, coordinated by the Sociology PDI, Rafael Cogollós, for the 2025-2026 academic year and follows the activities approved in this regard by the Permanent Training and Educational Innovation Service (SFPIE).

Sustainable Development Goals

- This subject especially takes into account **ODS 9 Industry, innovation and infrastructure** because it tries to empower students in audiovisual entrepreneurship, encouraging them to innovate in the field of audiovisual creation, particularly sound.
- It is also particularly connect with **ODS 5 Gender equality**, in the sense that it places special emphasis on the use of inclusive and non-discriminatory language towards women or towards any other individual. There is a special sensitivity so that the role of female students within the working groups is active and equal, that they take the floor and take the lead in the same way that male students can.

EVALUATION

The general grading system will follow the evaluation and grading regulations of the University of Valencia for bachelor's and master's degrees, approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).



Evaluation of the first call

The final grade of the module will be obtained thanks to the radio program that the students will develop in work teams. This will be worth 10 points. This note will be distributed as follows:

- **1. Presentation of outlines, summaries and proposed texts: content and creativity (scripts and ladders): 30%.** It is recoverable in the second call.
- **2. Final written test (radio program or podcast in group): 60% (speech: 20%; live sections: 20%; editing and post-production: 20%).** It is recoverable in the second call.
- **3. Assessment of attitude and participation in class dynamics: 10%.** It is not recoverable in the second call.

Class attendance is compulsory as this is a laboratory module (a minimum of 80% of the sessions must be attended in order to pass the module).

To pass the module, the student must obtain more than 5/10 in the sum of the different sections (1 and 2). Otherwise, the student will have to recover the part suspended in the second call, which will also be established in the corresponding calendar.

Evaluation of the second call

If the radio project is not approved in the first call or the students do not present the project in said call, the facilities and technological tools will be provided to pass the module in the second call.

The evaluation system for the second call will be the same as in the first call, that is, a pilot program or podcast of the magazine genre must be delivered to the teaching staff on the agreed day with the sections provided for in this teaching guide and with the same characteristics as the projects in the first call. Assessment of attitude and participation in class dynamics is not recoverable in the second call.

Remarks

- Spelling and grammatical correctness will be required both in the exam and in the rest of the tests, exercises and written work. Each failure will result in a reduction of the grade obtained, which may even lead to failure.
- In the event that plagiarism is found in an assessment work, this may be scored with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, of the sanction that is due in accordance with current legislation.
- Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work presented this course must be of original authorship. Work that uses fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if the use is part of the subject's content or is authorized by the teaching staff.

REFERENCES

Basic references



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