

Academy of Leadership and Applied Communication

TV Presenting / Entertaining Programs 120 hours/16 Weeks

Course Ref#	Course Title	Hours
TVP 201	Arabic Diction	20 hrs
TVP 202	Writing for TV	18 hrs
TVP 203	TV Appearance/Presenting to camera	16 hrs
TVP 204	TV Production	14 hrs
TVP 205	Body Language	16 hrs
TVP 206	Content Production and Social Media	16 hrs
TVP 207	TV Programs and Entertainment	20 hrs

Our TV presenting program concentrate on the practical part without neglecting the theoretical foundations of the TV work. The trainees will be exposed to the real environment of the presenter's work and entertaining programs, then they will be trained to present before cameras and produce variety shows.

As a presenter, your job could involve introducing or hosting a show, reporting on special events, interacting with live audiences or conducting interviews. The skills you learn will prepare you to work in front of the camera and behind the scenes.

The program learning outcomes:

- To improve body language such as eye contact, posture, movement and gesture
- To improve voice with attention to pace, tone and volume.
- To communicate effectively and have a good understanding of the whole production process.
- To acquire excellent written and oral communication and presentation skills.
- To build camera confidence.

- To deal with performance anxiety
 - To produce TV Programs
 - **Who should attend?**
- Individuals interested in TV presenting field.
 - Students in all media fields
 - Students and graduates from media studies-related courses.
 - Individuals interested in TV production
 - TV Presenters who tend to improve their skills.

Upon completion of program, all trainees will be granted a:

- Hard Copy of the theoretical content.
- A digital copy of the projects created during the course practical trainings.
- A completion certificate from ALAC

For registration: +9613 103 043

Courses description

TVP 201 - Arabic Diction (20 hrs)

Students learn vocal techniques: sound, tone, breathing and reading along with body language skills, speaking and facing camera techniques and good interaction, standing, sitting and bilaterally during any TV performance. They will perform texts in an integrated way mastering language, speech, voice and presence. Finally, they will learn how to sound natural on air and find their vocal delivery style.

TVP 202 - Writing for TV (18 hrs)

This course covers the various types of writing for television and web videos. This will include storytelling and scriptwriting, ways to develop dialogue and to demonstrate themes visually, and how students develop basic knowledge in producing, reporting, writing, shooting and editing skills. Students will also learn how to write scripts clearly and concisely, basic techniques in videography and basic documentary formatting, how to analyze a TV show as well as understand the impact of images in storytelling.

TVP 203 - TV Appearance/Presenting to Camera (16 hrs)

This presenting to camera training is designed to give students the essential skills needed to deliver effective video presentations. Each part of the training course has been carefully constructed to prepare you for the camera and studio environment. We have developed proven best practices from script writing and voice projection through body signals and timing. Our training is hands-on. And our professional coaching team create an environment that is interactive, focused and fun!

TVP 207 - TV Production (16 hrs)

This course is an overview about the principles, procedure and techniques of TV production. Students will learn how to operate switchers, TV cameras, and equipment. The course covers the fundamentals of producing variety programs, scripting, directing and editing for TV through practical lessons in camera techniques and photography foundation as well as sound recording and lighting, post-production and final exports for web videos and short documentaries. The ALAC facilities and studios are available for students to practice.

TVP 204 - Body Language (16 hrs)

The power of the first impression, your intuition and how to ask questions and be an active listener are part of TV appearance. Body Language course teaches you how to recognize the body language of others, while also helping you become more aware of what your own body is communicating. You'll learn how to read facial expressions, hand gestures, body posturing, voice variations and unconscious movements and how to use the information to your personal and career advantage.

TVP 205 - Content Production and Social Media (16 hrs)

This course focuses on a variety of TV productions. Students will learn how to make videos, working through the entire production chain, from pre-production to shooting, post-production and final exports for web videos and short documentaries. Social Media for Content production offers comprehensive training on how to create effective social media posts and how to leverage the power of social media and storytelling to develop audiences, build trust relationships and drive engagement.

TVP 206 - TV Programs and Entertainment (20 hrs)

This course will provide an overview of the process of development and production of original concepts, for TV Series and entertainment program. Through analyzing creative properties and case studies students shall recognize the most effective means for producers, writers, directors and programmers to develop concepts for the Television Entertainment industry. Students will learn the process to develop a concept for television TV Entertainment, through production programming; scriptwriting and post production, including budgeting, funding, legal concerns and ethical issues and marketing of the project.