

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Broadcast Standards	<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Module code:</b>	CMT526	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	CMT502
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<b>Cost Centre:</b>	GACT	<b>JACS3 code:</b>	J900
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<b>Trimester(s) in which to be offered:</b>	1	<b>With effect from:</b>	September 16
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	Dan Pope
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Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BSc (Hons) Television Production and Technology	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Radio Production	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval August 16

APSC approval of modification December 2018

Version 1

Have any derogations received SQC approval?

Yes  No

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<b>Module Aims</b>			
The module will investigate the technical and ethical standards of broadcast. Technical standards will look at standards for Radio, TV, Web, Mobile and emerging forms of delivery. The process of broadcast and the technicalities involved will be investigated. Ethical considerations of broadcast will be covered by looking at case studies and by reviewing the Ofcom code of conduct.			
<b>Intended Learning Outcomes</b>			
Key skills for employability			
KS1	Written, oral and media communication skills		
KS2	Leadership, team working and networking skills		
KS3	Opportunity, creativity and problem solving skills		
KS4	Information technology skills and digital literacy		
KS5	Information management skills		
KS6	Research skills		
KS7	Intercultural and sustainability skills		
KS8	Career management skills		
KS9	Learning to learn (managing personal and professional development, self-management)		
KS10	Numeracy		
At the end of this module, students will be able to			Key Skills
1	Demonstrate detailed knowledge to apply to the broadcast process.	KS8	KS7
		KS5	KS4
2	Implement and apply technical knowledge to the broadcast of various media artefacts.	KS10	KS8
3	Evaluate Ofcom regulation to determine appropriate broadcast.	KS6	KS8
4	Analyse case studies with regard to broadcast issues.	KS6	KS8
Transferable/key skills and other attributes			
Interpretation of technical specifications.			

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<b>Derogations</b>
None

<b>Assessment:</b>					
Assessment one: A series of quiz questions to investigate learning in an area of technology within broadcasting. The student will be presented with a range of questions to demonstrate a clear understanding of the technology and its application.					
Assessment two: Written report investigating an area of technology within broadcasting. The student should demonstrate a clear understanding of the technology principle and application.					
Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Quiz	50%		NA
2	3,4	Report	50%		2000

<b>Learning and Teaching Strategies:</b>
The module will be delivered by a series of interactive classes augmented by self-learning exercises and tutorials.

<b>Syllabus outline:</b>
<p>Technology:</p> <p>Encoding and coding systems. Timecode.</p> <p>Broadcast Spectrum. HDTV Standards.</p> <p>DVB Standards. Interactive TV. Transmission Systems. FM/AM Transmission. DAB Transmission.</p>

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<b>Bibliography:</b>
<b>Essential reading</b>
Kieth, M. (2009) <i>The Radio Station: Broadcast, Satellite and Internet</i> . Focal Press. Perebinosoff (2008) <i>Real-World Media Ethics</i> . Focal Press. Tozer, EPJ. (2004) <i>Broadcast Engineers Reference Book</i> . Focal Press.  <a href="http://www.radioacademy.org">www.radioacademy.org</a>
<b>Other indicative reading</b>
Benoit, H. (2002) <i>Digital Television MPEG-1, MPEG-2 and principles of the DVB system</i> . Focal Press. Cianci, P. (2007) <i>HDTV and the Transition to Digital Broadcasting</i> . Focal Press. Downing, L. Saxton, L. (2009) <i>Film and Ethics</i> . Routledge.