

Module specification

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Module code	CMT533
Module title	Broadcast Standards
Level	5
Credit value	20
Faculty	FAST
Module Leader	Dan Pope
HECoS Code	100222
Cost Code	GACT

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BSc (Hons) Television Production and Technology	Core

Pre-requisites

None

Breakdown of module hours

Type of Module hours	Amount
Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	30 hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	September 2021
With effect from date	September 2021
Date and details of revision	
Version number	1

Module aims

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.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate detailed knowledge to apply to the broadcast process.
2	Implement and apply technical knowledge to the broadcast of various media artefacts.
3	Evaluate Ofcom regulation to determine appropriate broadcast.
4	Analyse case studies with regard to broadcast issues.

Assessment

Indicative Assessment Tasks:

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: The **Ofcom Broadcasting Code** covers broadcast standards in programmes, sponsorship, product placement (in television programmes), fairness and privacy. Looking at a particular broadcast or series of broadcasts, specifically investigate the ethical and moral value of the broadcast(s), outlining any controversial elements of the broadcast(s) and what the broadcaster(s) and/or programme maker(s) could and should have done to avoid censure from Ofcom

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-2	Coursework	50
2	3-4	Coursework	50

Derogations

None

Learning and Teaching Strategies

The Active Learning framework (ALF) embraces accessible, engaging and flexible approaches to learning, teaching and assessment in order that students are afforded the very best opportunities to engage actively with their learning.

- Flexible, innovative, relevant and accessible assessment and feedback practices that optimise student engagement and achievement within a healthy learning environment;

- An approach to research informed-teaching that champions active and engaged inquiry and curiosity through useful, active, applied research and scholarship.

Ref Glyndŵr Staff handbook 2021

The module will be delivered to engage with ALF. The ALF model will be used to deliver asynchronous and synchronous lectures and content. The module will be delivered using an appropriate range of teaching and learning strategies

The module will be delivered by a series of interactive classes augmented by self-learning exercises and tutorials.

Indicative Syllabus Outline

Technology:

Encoding and coding systems.

Timecode.

Broadcast Spectrum. HDTV

Standards.

DVB Standards. Interactive TV.

Transmission Systems. FM/AM

Transmission. DAB

Transmission.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

The student is not expected to read whole texts. Suitable sections will be selected by those delivering lectures.

Kieth, M. (2009) *The Radio Station: Broadcast, Satellite and Internet*. Focal Press.

Perebinosoff (2008) *Real-World Media Ethics*. Focal Press.

Tozer, EPJ. (2004) *Broadcast Engineers Reference Book*. Focal Press.

www.radioacademy.org

Other indicative reading

Benoit, H. (2002) *Digital Television MPEG-1, MPEG-2 and principles of the DVB system*. Focal Press.

Cienci, P. (2007) *HDTV and the Transition to Digital Broadcasting*. Focal Press.

Downing, L. Saxton, L. (2009) *Film and Ethics*. Routledge.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged

Enterprising

Ethical

Key Attitudes

Commitment

Curiosity

Resilience

Confidence

Adaptability

Practical Skillsets

Digital Fluency

Organisation

Critical Thinking

Communication