

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Broadcasting & Presentation Skills	<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Module Code:</b>	HUM475	<b>New Module?</b>	No	<b>Code of module Being Replaced:</b>	N/A
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<b>Cost Centre(s):</b>	GAJM	<b>JACS3 code:</b>	P300
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<b>With Effect From:</b>	September 17
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	Thomas Llywarch
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Scheduled learning and teaching hours	60 hrs
Guided independent study	140 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
BA (Hons) Broadcasting, Journalism and Media Communications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Journalism	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval: September 14

Date of revision: April 17

Have any derogations received LTQC approval?

Version: 2

N/A

**Module Aims**

This module focuses on key skills for personal presentation and projection, including the essential communication and personal competencies required for broadcasting and public relations, familiarisation with broadcast studio and technical processes, practical experience of writing and developing project work suitable for the media industry. The module is designed to help students to:

- Acquire an understanding of the essential requirements of media professions, in terms of generic skills, understanding, and personal qualities.
- Cultivate personal poise and confidence along with fluid and articulate communication skills which can ultimately be demonstrated in group or individual presentations.
- Develop a critical awareness that is self-reflexive and keenly aware of the needs and demands of the client/audience.

**Intended Learning Outcomes**

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

At the end of this module, students will be able to		Key Skills	
1	Demonstrate familiarity with and knowledge of key processes and skills involved in various forms of presentation.	KS1	KS4
2	Understand the processes involved in preparing for a range of encounters from one-to-one encounters to small groups and broadcasts.	KS2	KS3
3	Know how to present information to an audience coherently, confidently and convincingly.	KS3	KS4
		KS6	
4		KS1	KS4

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Demonstrate a general repertoire of personal and technical communication skills, in addition to enhanced confidence and a professional delivery style, with a broad understanding of the ways in which specific media and their attendant technologies make possible different kinds of aesthetic effects and forms.	KS8	
Transferable skills and other attributes		

<b>Derogations</b>
None

<b>Assessment:</b>					
For both assignments, students will be required to choose from a selection of detailed briefs which involve the research, preparation and presentation of material within an appropriate format to an assembled group and to a broadcast audience.					
Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	All	Project	50		2000
2	All	Project	50		2000

<b>Learning and Teaching Strategies:</b>
The module will be delivered through a combination of formal lectures and practical class and studio exercises designed to replicate the professional environment of the meeting or broadcast studio, providing opportunities for student development through practice.
Students will be encouraged to develop these through practical presentation activities. The module will be delivered on the basis of established professional practices from effective public speaking, which govern the preparation and effective delivery of verbal information to a live or unseen audience.

<b>Syllabus outline:</b>
The module will cover a range of examples and forms of media communication practices and, through extended practice students will develop and apply their own presentation and broadcasting skills. This will include:
<b>Forms of personal and Public presentation:</b>
The application of key principles of effective speaking to all aspects of programme presentation including voice quality, fluency, enthusiasm, projection, body language, resonance, breathing, confidence, poise and other attributes key to interpersonal communications in the broadcast environment. This will embrace three basic aspects:

- Controlling your material.
- Controlling yourself.
- Controlling your audience.

Tuition will be provided on voice quality, audience contact, projection, breathing, body language, confidence & poise.

**Media Communications skills:**

Essential skills in research, scriptwriting, speechwriting, and editing as well as practising interviewing techniques and presentations to a group. There will also be coverage of technical capabilities including use of recording and storage technology and by working in the studio environment. Students will apply these practices to the creation of effective and stimulating broadcasts along with confident and persuasive verbal presentations.

**Bibliography:**

**Essential reading**

Bradbury, A. (2006) *Successful Presentation Skills*. London ; Philadelphia: London ; Philadelphia : Kogan Page.

Dismore, J. @2010) *TV : An Insider's Guide : How to Be a Success in the TV Industry*. Evesham, Worcs., UK: Evesham, Worcs., UK : HotHive.

Geller, V. and Ryder, T. (2012) *Creating Powerful Radio Getting, Keeping and Growing Audiences News, Talk, Information & Personality Broadcast, HD, Satellite & Internet*. Hoboken: Hoboken : Taylor and Francis.

Hall, S. (2012) *This Means This, This Means That : A User's Guide to Semiotics*. London: London : Laurence King Pub.

Hargie, O. (2010) *Skilled Interpersonal Communication Research, Theory and Practice*. 5th Edition. Hoboken: Taylor and Francis.

Kirton, B. (2011) *Brilliant Workplace Skills for Students and Graduates*. New York, NY: New York, NY : Pearson Prentice Hall.

Stewart, P. (2010) *Essential Radio Skills: How to Present a Radio Show*. 2 nd Edition. London: A & C Black Publishing Ltd.

Thompson, N. (2015) *People Skills*. London: London : Palgrave, an Imprint of Macmillan.

**Other indicative reading**

Argyle, M. (1990) *Bodily Communication*. London ; New York: London ; New York : Routledge.

Crissell, A. (1994) *Understanding Radio*. 2 nd Edition. London & New York: Routledge.

Etherington, B. (2006) *Presentation Skills for Quivering Wrecks*. London: London : Cyan.

Mccarthy, P. and Hatcher, C. (2002) *Presentation Skills the Essential Guide for Students*.  
Array: London : SAGE.

Mckenzie, C. (1993) *Successful Presentations*. London: London : Century Business.

Mehrabian, A. (1972) *Nonverbal Communication*. Chicago: Chicago : Aldine-Atherton.

Quilliam, S. (1995) *Body Language : How to Make the Most of Your Personal Assets by  
Reading and Using the Body's Secret Signals*. London: London : Carlton.

Siddons, S. (1999) *Presentation Skills*. London: London : Institute of Personnel and  
Development.