Wrexham Glyndŵr UNIVERSITY

MODULE SPECIFICATION PROFORMA

Module Title:	Applied Broadcasting Practice – TV, Radio and Online	**Level**:	6	**Credit Value**:	40

Module code:	HUM609	**Is this a new module?**	No	**Code of module being replaced**:	N/A

Cost Centre(s):	GAJM	**JACS3 code**:	P300

With effect from:	September 17

School:	Creative Arts	**Module Leader:**	Sally Harrison

Scheduled learning and teaching hours	96 hrs
Guided independent study	304 hrs
Placement	0 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Broadcasting, Journalism and Media Communications	✓	☐
BA (Hons) Journalism	☐	✓
	☐	☐

Pre-requisites
None

Module Aims

This module will further develop students' understanding of advanced principles of audio and visual studio and 'on location' application in TV and Radio. This module will also develop an advanced understanding of writing and creating content for the World Wide Web.
The module will allow students to create a digital portfolio that comprises their online CV (developed and enhanced through the basis of work at levels 4 and 5) and a showcase of creative ability and skills base.

Students will learn how to create podcasts from audio recordings and broadcast their work online.

'Live' experience in trouble-shooting, copywriting, search engine optimisation (SEO) and online-branding will also thread the course together and directly relayed industry experience from the tutor will underpin a practical learning curve.

Skills will be developed with respect to the range of basic technical expertise required and collaboration with technical experts will be developed as essential to this module.

Collaboration with the Careers Service and Industry leaders will offer support in raising standards of online CVs and furthering effectiveness of self-branding with a specific career aim.

Skills will be developed with respect to a range of broadly based technical expertise and collaboration with technical experts will develop students' understanding of specialist media industry standards.

The module aims to develop advanced specialisation of students in the key elements that are required in production processes of professional standing. It will provide students with autonomous practical experience of television and radio broadcasting in conjunction with interactive and online media at a professional level but with an academic space that will also allow them time and luxury to experiment with and develop their creative ideas in producing media products.

The aim here is to achieve a high enough quality of work, suitable for show to prospective employers, clients or providers of post-graduate scholarship.

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	
1	Demonstrate a critical awareness of requirements of quality and standards within practices of Radio, Television and Web production, alongside a comprehensive understanding of the ways in which specific media and their attendant technologies make possible different kinds of aesthetic effects and forms.	KS3	KS4
		KS5	
2	Critically evaluate their own professional and/or academic needs and draw up a strategy for meeting these needs in relation to career focus and personal interest (in terms of the creation of a digital portfolio).	KS1	KS3
		KS9	
3	Produce a high quality digital portfolio that includes a CV and other digital media.	KS1	KS7
		KS8	
4	Work effectively with a variety of others in coordinating skill sets with a view to a high quality finished media product which is of a professional standard demonstrating the effective manipulation of sound and/or image.	KS2	KS3
Transferable skills and other attributes			

Derogations
None

Assessment:

Create a digital portfolio of an advanced industry standard that is suitable for use in job applications and marketing your creative skills.

In consultation with the module leader, students will choose a series of briefs and create a portfolio of work that answers these briefs and displays creativity and expertise in Television production, Radio production and Online mediums combined.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	All	Portfolio	100%		Equivalent to 8,000 words (agreed with tutor on a project by project basis including elements of critical reflection)

Learning and Teaching Strategies:

Workshops and lectures will form the initial basis of this module followed by self-directed study and personal tutorials, interspersed with more workshops and lectures at the beginning of the second semester.

Some main parts of the teaching will be delivered as a full-day intensive workshop that will provide real-life scenarios and pressures for the students and will allow tutors to assess some of the core skills required in passing this module.

Students will be guided and inspired in producing a high quality digital portfolio that includes a CV and other digital media so that a URL link can be sent to prospective employees, clients or providers of post-graduate scholarship and each graduate's skills will be impressively on view at the click of a button. (This will be a unique selling point for our graduates.)

Lectures and workshops will focus on specific skills and brainstorming of ideas that bear direct relation to setting students off with their self-directed individual digital portfolios.

Syllabus outline:

Lectures and workshops will focus on specific skills and brainstorming of ideas that bear direct relation to setting students off with their self-directed individual projects or show-reels.

Students will also be given the choice of learning some or all of a variety of relevant skills to their projects:

∟ Use of self-operated cameras and complementary editing software

∟ Mac-based softwares

∟ Critical analysis of successful / popular websites

⌐ Professional web-designers and copywriters

∟ The use of images and logos alongside their own web-copy

∟ JPEG, MPEG and WAV files

∟ Social Networking Websites and Blog formats

∟ Advanced use of Adobe or Protools sound editing software

∟ Advanced interview and documentation skills for TV and Radio

∟ Capabilities in operating creatively within tight budgets

∟ Capabilities in creating and operating within time constraints of recording schedules

∟ How to reschedule quickly or save a project from failure when things go wrong

∟ Autonomy and team-work within production team structures

∟ Delivering an industry standard media product according to a set brief

Bibliography:

Essential reading

Hartwig, R.L. (2005) *Basic TV Technology: Digital and Analog (Media Manuals)* 4th Edition. Amsterdam/Boston: Focal Press.

Lister, M., Dovey, J., Giddings, S., Grant, I., Kelly, K., (2008), *New Media: A Critical Introduction. 2nd ed.* London: Routledge

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

Ofcom Broadcasting Codes (current)

https://www.ofcom.org.uk/__data/assets/pdf_file/0024/49308/Ofcom-broadcast-code-May-2016.pdf

Other indicative reading

Boyd, A., Stewart, P., Alexander, R., (2008), *Broadcast Journalism – Techniques of Radio and Television News* 6th editionBurlington/Oxford: Focal

McLeish, R. & Cowdery, R. (2005) *Radio Production.* 5th Edition Burlington/Oxford: Focal Press