



Module Specification

Science On Air and On Screen

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Part 1: Information

Module title: Science On Air and On Screen

Module code: USSJC4-30-M

Level: Level 7

For implementation from: 2022-23

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Applied Sciences

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Applied Sciences

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Science On Air and On Screen investigates science communication in broadcast and online media.

Features: Not applicable

Educational aims: In this practically-oriented module, students explore the potential of broadcast media as a vehicle for science communication.

Outline syllabus: Students will study different types of programming relevant to Radio and TV, such as magazine programmes and documentaries, specifically examining the strengths and weaknesses of these formats as well as the opportunities and specific constraints they impose. The implications for science communication practice will be discussed. Practical skills developed in this module include: developing ideas for science programmes, the level of detail required, researching an idea and approaches to selling these ideas to editors.

The module also develops practical skills related to radio. Radio is introduced by exploring the radio world and the scope of this medium. Students will learn about the different roles needed to produce a radio programme and what studios can do, as well as learning how to use up to date radio equipment and techniques such as directing, writing, interviewing and being interviewed.

In relation to science television programmes, students will have the opportunity to experience a 'live' broadcast, exploring the interdependency of roles as well as the relationship between studio and gallery. Students will also have the opportunity to work with camera, sound and lighting equipment and explore the importance of filming with editing mind.

Part 3: Teaching and learning methods

Teaching and learning methods: All sessions use a mix of seminar, workshop and hands-on experience of broadcast equipment. Production of both radio and TV programmes requires a team effort; to simulate the real-life experience in these industries, this unit focuses heavily on working as a team with students expected to undertake a variety of different roles throughout the teaching sessions.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a working knowledge of radio equipment, such as use of microphones, recording equipment, editing and studio facilities

MO2 Demonstrate the critical research skills necessary to prepare for and conduct professional radio and TV interviews.

MO3 Demonstrate the ability to write and produce radio and TV scripts with a critical awareness of the target demographic.

MO4 Demonstrate a working knowledge of TV equipment, such as use of cameras, sound equipment, lighting and editing facilities

MO5 Engage in critical editorial appraisal of radio and TV material

MO6 Engage in critical evaluation of the potential role of TV and radio as science communication media

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ussjc4-30-m.html) via the following link <https://uwe.rl.talis.com/modules/ussjc4-30-m.html>

Part 4: Assessment

Assessment strategy: Due to the practical nature of this module the assessment and their weightings have been carefully designed to maintain a balance between radio and TV as well as between individual and group work. The overall structure of assessment is the following.

Component A

Work Item A1: Live radio magazine programme (15 minute group activity) and News Feature (5 minute individual activity)

This assignment has been selected to develop a critical understanding of the editorial issues involved in creating radio programmes. Students will professionally

script and deliver a magazine programme that communicates science and is targeted at a specific audience, this is a group activity. Students also conduct an individual news interview and produce an incorporate this into a radio package, which evidences the research underpinning these broadcasts.

In addition to in-class assessment support, students receive 1-2-1 support in this assessment from the Module Leader or their nominated representative.

Work Item A2: TV Programme (7 minutes)

The creation of a TV programme will be undertaken, at a local editing/facilities house. Each team will make a film of approximately 7 mins in a news feature style about a scientific subject of the groups' own choosing. Students are supported in this assessment by external editing professionals.

This assignment cannot be exactly replicated in the resit. The resit assessment will be to create a 7 minute online broadcast using e.g. You Tube. Students will gain the requisite knowledge to complete this assessment from the module.

Component B

Essay on Science Communication in Radio (1000words)

Students will write an essay on the challenges and opportunities for communicating science on radio, using examples from specific radio programmes. The assignment will develop knowledge on how a radio programme is prepared, including scripts, running orders and interviews, and how these aspects inform the strengths and weaknesses of radio as a channel for science communication. Students will critically appraise existing programmes, reflecting on their ability to achieve effective science communication. Students are supported on this assessment by feedback from written essays and reports undertaken at earlier points in the programme e.g. on USSJM4-30-M Science and Society.

Assessment components:

Set Exercise - Component A (First Sit)

Description: Live radio magazine programme (15 minute group activity) and News Feature (5 minute individual activity)

Weighting: 35 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO5

Set Exercise - Component A (First Sit)

Description: Tv programme

Weighting: 35 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO2, MO3, MO4, MO5

Written Assignment - Component B (First Sit)

Description: Essay on Science Communication in Radio (1000words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5, MO6

Set Exercise - Component A (Resit)

Description: Live radio magazine programme and News Feature (20 minute individual activity)

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Set Exercise - Component A (Resit)

Description: Online broadcast (7 minutes)

Weighting: 35 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Written Assignment - Component B (Resit)

Description: Essay on Science Communication in Radio (1000words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Science Communication [Frenchay] MSc 2022-23

Science Communication [Sep][FT][Frenchay][18months] MSc 2022-23

Practical Science Communication [Sep][PT][Frenchay][1yr] PGCert 2022-23

Science Communication [Sep][PT][Frenchay][30months] MSc 2021-22