



Module Specification

Radio Programme Business

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Part 1: Information

Module title: Radio Programme Business

Module code: UABATJ-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Broadcast and Journalism

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module gives an overview of a number of important business contexts, commercial drivers and production processes and examines key skills required for employment.

Features: Not applicable

Educational aims: The purpose of this module is to introduce students to the specialist field of Radio Documentary and Factual programming and to enable them to begin to understand key areas of professional concern.

Outline syllabus: The module blends lectures and seminars exploring the commercial, ethical and production concerns with a series of production exercises designed in conjunction with BBC partners to enable students to apply their knowledge and understanding and facilitate the development of their professional skills.

The module outlines the commissioning process, providing insight into what commissioners and audiences want. It looks at the business of development where creative content creation, market demand and effective production management go hand-in-hand.

It examines key issues such as compliance, editorial policy and intellectual property, providing students with a thorough grounding in appropriate media law, broadcasting codes, and conventions.

Working in teams and supported by intensive technical workshops, students are introduced to and immersed into media production so they understand the narrative potential and editorial demands and how to deliver these via appropriate use of craft techniques.

Part 3: Teaching and learning methods

Teaching and learning methods: Formal lectures and seminars will introduce key aspects of the module. In addition, there will be a range of master-classes and guest speaker sessions delivered in partnership with BBC Factual. In addition, students may have the opportunity to attend specialist conferences relevant to the teaching and learning activity.

A series of production exercises run alongside. These practical assignments are

achieved either in a supervised workshop setting or via independent study. They are supported by an extensive range of relevant production and technical workshops and a series of individual and group tutorials.

Students receive formative feedback via tutorial sessions. Students are expected to show initiative, be self motivated, and committed to developing a professional standard of practice. They must be able to work effectively, both independently and in teams to support each other's' learning and development.

A series of workshops, seminars and practical exercises will develop and extend knowledge and skills in relation to students' employability plans. Indicative topics are: research and information analysis skills, networking, pitching, preparing for interviews, developing resilience.

Scheduled learning: includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops = 144 hours.

Independent learning: includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. = 156 hours.

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

MO1 Understand and critically analyse the commercial environment of areas of documentary and factual programming including the factors that inform commissioning decisions and the industry processes required to develop and pitch successful documentary and factual media products

MO2 Identify and critically analyse key factors driving audience engagement and appreciation, including how documentary and factual programmes develop audience relationships across multi-platforms and through marketing and online brand extensions

MO3 Demonstrate understanding and awareness of law for journalism and the legal and ethical implications and concerns associated with the radio and broadcast industry

MO4 Demonstrate an understanding of the importance of professional audio production within the radio industry

MO5 Engage with the management and organisation of a factual media production in a professional manner

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 156 hours

Face-to-face learning = 144 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/uabatj-30-m.html) via the following link <https://uwe.rl.talis.com/modules/uabatj-30-m.html>

Part 4: Assessment

Assessment strategy: The summative assessment is as follows:

Assessment 1: In class Written Media Law Test 40%:

Test will cover the students' knowledge and understating of various broadcast scenarios and will all them to apply this knowledge to on air /as live situations.

Assessment 2: A Portfolio 60%:

Students are required to submit a portfolio for assessment which will include the outcomes of set tasks throughout the module. Examples of the specific tasks to be included in the portfolio will be clearly defined in the Module Handbook.

These may include:

Production planning documents production tasks and/or

Learning logs and/or

Audio recording of feature/s

Written Proposal

Reflective Essay

These have been designed to enable students to develop and demonstrate for the purposes of assessment their acquisition of the skills, knowledge, understandings and experiences that will enable them to meet the learning outcomes for the module.

These forms of assessment enable the student to build and demonstrate their developing professional skills in communicating their work and ideas in appropriate professional formats.

Assessment components:

In-class test (First Sit)

Description: In-class written law test

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Portfolio (First Sit)

Description: Portfolio

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

In-class test (Resit)

Description: In-class written law test

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Portfolio (Resit)

Description: Portfolio

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study: