

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Radio Programme Business		
Module Code	UABATJ-30-M	Level	M
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts Creative industries and Education	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	MA Radio Documentary-Compulsory module		
Module type:	Standard		
Pre-requisites	<i>None</i>		
Excluded Combinations	<i>N/A</i>		
Co- requisites	<i>N/A</i>		
Module Entry requirements	<i>None</i>		

Part 2: Description
<p>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. It gives an overview of a number of important business contexts, commercial drivers and production processes and examines key skills required for employment.</p> <p>It 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.</p> <p>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</p> <p>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.</p> <p>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.</p> <p>Teaching and Learning</p> <p>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.</p>

ACADEMIC SERVICES

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.

Part 3: Assessment

The summative assessment is as follows:

Component A: 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

Component B: 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.

Identify final timetabled piece of assessment (component and element)	Component A	
	A:	B:
% weighting between components A and B (Standard modules only)	40%	60%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. In-class written law test	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Portfolio	100%	

ACADEMIC SERVICES

Resit (further attendance at taught classes is not required)																																
Component A (controlled conditions)	Description of each element	Element weighting (as % of component)																														
	1. In-class written law test	100%																														
Component B	Description of each element	Element weighting (as % of component)																														
	1. Portfolio	100%																														
Part 4: Teaching and Learning Methods																																
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. 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 (Component B) 2. 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 (Component B) 3. Demonstrate understanding and awareness of law for journalism and the legal and ethical implications and concerns associated with the radio and broadcast industry. (Component A) 4. Demonstrate an understanding of the importance of professional audio production within the radio industry. (Component B) 5. Engage with the management and organisation of a factual media production in a professional manner(Component B) 																															
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">30</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">144</td> <td style="text-align: center;">156</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table>		Key Information Set - Module data										<i>Number of credits for this module</i>				30						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	144	156	0	300
Key Information Set - Module data																																
<i>Number of credits for this module</i>				30																												
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																												
300	144	156	0	300																												
Contact Hours																																
Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																															

ACADEMIC SERVICES

	Total assessment of the module:			
	Written exam assessment percentage			0%
	Coursework assessment percentage			100%
	Practical exam assessment percentage			0%
			100%	
Reading List	https://uwe.rl.talis.com/lists/BEA0FFA0-D172-3D16-FE8E-D7414C4066D1.html?draft			

ACADEMIC SERVICES

FOR OFFICE USE ONLY

First CAP Approval Date	1 February 2017 link to MIA			
Revision CAP Approval Date		Version		