

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Radio and Audio Production
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MED7342

<b>5</b>	<b>Module Overview</b>
<p>This module is intended to strengthen core radio and audio production skills such as digital editing, recording, and approaches to live studio presentation and programming. It shall enable students to develop as radio and audio production practitioners who can develop innovative programming and develop their expertise at using online audio platforms in sophisticated ways. To that end, the module combines engagement with academic texts through lectures and seminars, with a series of practice-based workshops and demonstrations.</p> <p>The module contributes to the overall programme philosophy and aims, by focusing on 'real world' professional practice in contemporary radio / audio production. Students will become proficient in industry standard digital equipment while gaining a deeper understanding of current techniques and strategies relating to commissioning and producing pre-recorded radio packages and live speech/music based radio broadcasting. The module encompasses both digital and traditional forms of radio broadcasting and online environments from a local, national and global perspective. At the end of this module, students will learn professional skills relating to both freelance and corporate environments, such as: the pitching and commissioning process of original radio concepts, production skills and multi-track digital editing, microphone techniques, portable recording skills, audience research, feature/programme planning and construction, talent casting and direction, project management, team working / management skills, legal and ethical considerations. Students will be able to analyse, deliver and evaluate innovative radio / audio projects and also contextualise radio within the traditions of media and cultural studies, employing established theoretical frameworks and methodologies in order to advance new insights into practice and meaning.</p> <p>Students are assessed via a portfolio of assessments that demonstrate critical engagement with academic texts and practical audio production skills. Students are required to create an original 10-minute radio feature / documentary with an accompanying written report (1500 words) which explains its industry context and a critical evaluation. Students will also plan and operate a one-hour radio programme containing both live and pre-recorded elements. This assessment requires an accompanying reflective written evaluation (2500 words) and evidence of production research.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module encourages students to become critical thinkers and creative practitioners through their engagement with scholarly debates about the role and development of radio and online audio platforms. Classes include presentations, technical demonstrations and studio time. You will learn to use a range of professional standard equipment and develop an understanding of industry conventions. The module will also support students to be more confident in their audio production, helping them engage with media practitioners and create their own networks of support.</p>	

7		Module Learning Outcomes
<b>On successful completion of the module, students will be able to:</b>		
1	Use a range of advanced technical equipment to produce radio / audio content: informed by a critical understanding of current professional practice, specialist approaches and innovation.	
2	Exercise sound editorial judgment as an individual and as a member of a team, based on an awareness of audience sensitivities and expectations alongside the professional practices of contemporary radio and online audio.	
3	Exercise sound editorial judgment as a live radio presenter, based on an awareness of audience sensitivities and expectations alongside the professional practices of contemporary radio and online audio.	
4	Critically reflect and evaluate your performance as a radio presenter / producer	

8				Module Assessment
Learning Outcome		Coursework	Exam	In-Person
1, 2, 4	X			
2, 3, 4				X

9		Breakdown Learning and Teaching Activities
Learning Activities	Hours	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130	
<b>Private Study (PS)</b> includes preparation for exams	40	
<b>Total Study Hours:</b>	200	