

Module Specification

Module Summary Information

1	Module Title	Lifestyle and Branded Media
2	Module Credits	20
3	Module Level	5
4	Module Code	MED5173

5	Module Overview
<p>This module explores the emerging media which sits at the boundary between journalism and public relations. You will consider the range of different motivations which drive this type of media production and how they influence both the product and process of creation. You will research and analyse the professional context which informs media production and learn the practical skills to create interesting and lively multi-media content for a client or audience of your choice. In order to do this well you will need to have a good understanding of the commercial objectives and organisational restraints which frame this area of production and how it is shaped by social, legal and ethical issues as well as the demands of your client or audience. Whether you're interested in lifestyle journalism or creating content for a promotional purpose this module will help you to produce carefully crafted and targeted material that can engage audiences in different ways.</p> <p>This module combines theoretical study with practical production. Students will need to demonstrate knowledge and insights gained through research and also to apply your learning by producing well-made media products for a specific client or audience.</p> <p>The aim is to enhance your understanding of the industry and then help you to recognise how this can improve the quality of your creative and technical skills. Being able to grasp and operate within this expanding sector of the media industries will also help prepare you for your Major Product where you will face similar dilemmas and tensions between the conflicting interests at play in media production.</p> <p>The module uses a practice-led, knowledge applied approach which encourages students to pursue creative excellence. It recognises and explores the cross over between journalism and public relations disciplines and is designed to enhance student employability.</p> <p>It will help develop your knowledge of the media industry and the media production process through research and practice (Programme Learning Outcomes 1.1, 1.3, 1.4) and challenge you to be creative within a realistic industry context (3.2, 3.3, 3.4). This will also enhance your production skills (3.1) and your ability to work in collaboration with professionals or in response to an industry brief (4.1, 4.2, 4.4).</p> <p>Teaching takes place within a combination of workshop and seminar sessions which will involve students in research, discussion and practical media production activities to help you consolidate your learning through practice.</p> <p>Assessment will require students to create a portfolio of work which includes: research and analysis of a client or brand (to include evidence of direct industry engagement); a profile or series of profiles</p>	

created in an appropriate medium for a named client/audience; a strategy and multimedia production schedule for a client/audience including indicative content ideas.

6	Indicative Content
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What is lifestyle and branded media? Introduction to the nature and purpose of this expanding media sector in a multimedia and multiplatform world and the challenges faced by producers.

Lecture/seminar/ practical workshop

Research and why you need to understand your client/audience.

Surveying the sector and your market position. How to build and foster a relationship with your client/audience; exploring professionalism and business models.

Your role as a producer of lifestyle/branded media.

Developing an assignment proposal/plan

Who are you creating content for and why?

The difference between journalism and PR. How motivation informs production. An exploration of brands, clients and audiences and how different media and platforms meet different needs.

Lecture/seminar/practical workshop

Sources and media relations. Finding and selling/selling in stories. Generating media/audience interest and engagement through narrative. Human interest and case studies.

Lecture/seminar/ practical workshop

Dealing with dilemmas - law and ethics and conflicting demands. Media ownership and the impact of commercial, social, political and organisational objectives and constraints on media production.

Regulation of journalism, PR and advertising standards.

Lecture/seminar/ practical workshop

Individual/group tutorials – formative feedback on assignment plans and progress

New ways of telling stories; Creating profiles and case studies- previews, reports and reviews.

Objective or subjective – when should the media producer be part of the story?

Building professional relationships with sources and story subjects

Lecture/seminar/ practical workshop

Tone and voice – brand identity; knowing how to “speak” for your client or to your audience; gaining specialist expertise’ understanding the conventions and when to challenge them.

Lecture/seminar/ practical workshop

Delivering your portfolio – presentations and peer feedback

Developing strategies for community engagement – media funding and sustainability; selecting platforms, distribution methods, social media management, off line events.

Extending and enhancing the message through cross media production.

Lecture/seminar/ practical workshop

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Explain the purpose of, and challenges facing, lifestyle and branded media using information gained through research of the professional context in which it is produced.
	2	Apply understanding of the professional context in which lifestyle and branded media is produced to plan and create appropriate content for a specified client or target audience.

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

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120	
Private Study (PS) includes preparation for exams	40	
Total Study Hours:	200	