

<b>Module Title:</b>	Creative Radio and Storytelling
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">3 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	Lecture. Field work. Group work. Experiential learning. Flipped classroom. Presentation.
<b>Module Aim:</b>	To develop competencies in audio broadcast media production underpinned by academic theory and industry research.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Compose media texts appropriate for different audiences.
LO2	Unpack and judge media texts.
LO3	Demonstrate the ability to plan, design and implement audio media projects
LO4	Develop interpersonal and media networking skills underpinned by professional behaviours.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

## Module Content & Assessment

Indicative Content
<b>Media Practice</b> Creating audio for broadcast; storytelling; platform studies; interviewing
<b>Media Theory</b> Radio studies; digital audio studies; audience studies; theories of storytelling
<b>Professional Behaviours</b> Project management; team and executive relationships; pitching;
<b>Media Writing</b> Writing proposals; pitching; writing scripts; writing briefs

Assessment Breakdown	%
Continuous Assessment	30.00%
Practical	70.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Short Answer Questions	Scripting, call sheets and pre-production work. Professional activities associated with the management of media projects including presentations.	2,3,4	30.00	n/a

No Project

Practical				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Radio and audio pieces suitable for broadcast	1,2,3,4	70.00	n/a

No End of Module Formal Examination

**SETU Carlow Campus reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.00
Lab/Lecture	Every Week	2.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	<a href="#">Bachelor of Arts (Honours) in Content Creation and Social Media</a>	4	Mandatory
CW_BHCPR_B	<a href="#">Bachelor of Arts (Honours) Public Relations and Media</a>	4	Mandatory
CW_BHCPR_D	<a href="#">Bachelor of Arts in Public Relations and Media</a>	4	Mandatory