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| Module Title: | Creative Radio and Storytelling |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 7 |
| Module Delivered In | 3 programme(s) |
| Teaching & Learning Strategies: | Lecture. Field work. Group work. Experiential learning. Flipped classroom. Presentation. |
| Module Aim: | To develop competencies in audio broadcast media production underpinned by academic theory and industry research. |
| Learning Outcomes | |
| <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. |
| Pre-requisite learning | |
| Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> | |
| No recommendations listed | |
| Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements <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 |
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| Media Practice Creating audio for broadcast; storytelling; platform studies; interviewing |
| Media Theory Radio studies; digital audio studies; audience studies; theories of storytelling |
| Professional Behaviours Project management; team and executive relationships; pitching; |
| Media Writing 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

| Workload: Full Time | | |
|----------------------------|------------------|--|
| <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 | Bachelor of Arts (Honours) in Content Creation and Social Media | 4 | Mandatory |
| CW_BHCPR_B | Bachelor of Arts (Honours) Public Relations and Media | 4 | Mandatory |
| CW_BHCPR_D | Bachelor of Arts in Public Relations and Media | 4 | Mandatory |