

Module Title:	Creative Radio and Storytelling
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	2 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

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

ITCarlow 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_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