

Summary Information

Module Code	4306AMP
Formal Module Title	Podcasting
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts**Module Leader**

Contact Name	Applies to all offerings	Offerings
Kevin Johnston	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours
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Lecture	22
Practical	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-CTY	CTY	January	12 Weeks

Aims and Outcomes

Aims	Maintain and extend a sound theoretical approach to the application of radio production and its technology in practice. Use a sound methodological approach to audio editing. Identify, review and select techniques, procedures and methods to undertake editing tasks. Plan for effective project implementation and deployment of edited work via radio outlet.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Develop a podcast concept with due regard to genre clarity and audience insight
MLO2	Create suitable pre-production materials such as treatment and programme structure
MLO3	Create a podcast to industry standards
MLO4	Develop a marketing strategy for the podcast with appropriate branding and involving suitable social media platforms

Module Content

Outline Syllabus
Radio and podcasting programmes in historical context Radio and podcasting technology overview Developing programme ideas Genre clarity and positioning, audience personas Documentary and drama structure and style Treatments and scripts Digital standards & formats, sample rates and quality Production workflow, studio management, interviewing techniques Intellectual property and copyright issues Creation and management of clips Editing of live-captured content and electronically-generated content Maintenance of levels to relevant technical acceptance standards Post-production, editing, mastering and encoding for delivery Branding, publishing and marketing your podcast

Module Overview

This module lays the foundations to develop your ability to produce work at the technical standard required for acceptance by national radio including clip creation, editing of live-captured content, electronically-generated content, levels, post-production editing, mastering and encoding for delivery. You will also learn more widely about the history and context of podcasts as well as the importance of good ideas, targeting the right audience, scripts, studio management, interview techniques, documentary and dramatic structure, branding and marketing.

Additional Information

This module lays the foundations to develop students' ability to produce work at the technical standard required for acceptance by national radio. This module aligns to the following UN Sustainable Development Goals: 4 Quality Education 5 Gender Equality 8 Decent Work and Economic Growth 10 Reduced Inequalities

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Research Treatment & Marketing	50	0	MLO1, MLO4, MLO2
Presentation	Production of a podcast	50	0	MLO3