

Developing Broadcast Skills

Module Information

2022.01, Approved

Summary Information

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| Module Code | 5030JOURN |
| Formal Module Title | Developing Broadcast Skills |
| Owning School | Liverpool Screen School |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 5 |
| Grading Schema | 40 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| Liverpool Screen School |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 12 |
| Workshop | 24 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| SEP-MTP | MTP | September | 12 Weeks |

Aims and Outcomes

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|------|--|
| Aims | 1. Produce well written cues and story treatments for broadcast news 2. Develop audio, camera and editing skills for the production of broadcast news output.3. Produce short bulletins for broadcast media outlets. 4. Show a clear recognition of broadcast conventions in the production of simple packages for TV and Radio. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|--|
| MLO1 | 1 | Produce original broadcast news stories recognising news values and suitability for target audience. |
| MLO2 | 2 | Demonstrate broadcast writing skills in the production of Television and Radio news bulletins. |
| MLO3 | 3 | Evaluate and apply broadcast interview techniques |
| MLO4 | 4 | Structure and present broadcast artefacts in accordance with current professional practice. |
| MLO5 | 5 | Demonstrate developing technical skills in broadcast production. |

Module Content

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| Outline Syllabus | Developing newswriting skills and news judgement for the production of broadcast artefacts .Students will develop research skills in sourcing original stories and producing them ethically and accurately for broadcast. They will use Electronic Newsroom systems and audio recording and editing and video recording and editing to produce artefacts in line with current professional broadcast practice .They will show developing skills in writing for broadcast outlets, including structure, introductions, writing to pictures, story treatments, spelling grammar and punctuation. Use of language, accuracy and presentation. |
| Module Overview | The aim of this module is to produce well written cues and story treatments for broadcast news and develop audio, camera and editing skills for the production of broadcast news output. You will produce short bulletins for broadcast media outlets showing a clear recognition of broadcast conventions in the production of simple packages for TV and Radio. |
| Additional Information | This module builds on the skills developed in the Level 4 module Professional Practice and prepares students for the second semester Multi-Media News module. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Portfolio | Portfolio | 70 | 0 | MLO4, MLO5, MLO1, MLO2, MLO3 |
| Test | Test | 30 | 0 | MLO1, MLO2, MLO3, MLO4 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
| Polly Sharpe | Yes | N/A |

Partner Module Team

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| Contact Name | Applies to all offerings | Offerings |
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