

## Developing Broadcast Skills

### Module Information

2022.01, Approved

#### Summary Information

Module Code	5041JOURN
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

LJMU Schools involved in Delivery
Liverpool Screen School

#### Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

#### Module Offering(s)

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

#### Aims and Outcomes

Aims	To research, write and produce clear, well-written, accurate and engaging stories for radio and/or television and relevant digital platforms To demonstrate familiarity with the basic techniques of recording audio, filming and editing material for TV and/or radio broadcast To be familiar with the language, terminology and conventions of a broadcast newsroom and understand how to put a short bulletin together for broadcast media outlets. To understand the techniques of interviewing and presenting for broadcast and can conduct a simple broadcast interview
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Plan, organise and produce well-written and well-researched original broadcast news stories which demonstrate a clear understanding of current broadcast conventions and suitability for target audience
MLO2	2	Demonstrate developing digital and technical skills in producing stories for both TV and radio broadcast
MLO3	3	Demonstrate broadcast writing skills and an understanding of the language and terminology of a broadcast newsroom in the production of professional-standard bulletins.
MLO4	4	Collaborate, plan, problem-solve and make decisions as part of a team when working to structure and present broadcast artefacts in accordance with current professional practice.

### Module Content

Outline Syllabus	Students will learn how to research, write and produce high-quality, professional standard reports for radio and/or TV. They will develop research skills in sourcing original stories and producing them ethically and accurately for broadcast. Students will become familiar with the technology, techniques, language and conventions of broadcast newsrooms; using electronic newsroom systems, recording audio, filming and editing to produce material in line with current professional broadcast practice. They will be expected to demonstrate developing skills in writing for broadcast including structure, introductions, understanding story treatments and writing to pictures. This module is designed to reflect the best current practice in broadcast newsrooms in the UK.
Module Overview	
Additional Information	This module builds on the skills developed in Level 4 module and prepares students for the second semester modules Multimedia News Production (Journalism) and Multimedia Sports Reporting (Sports Journalism)

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	50	0	MLO1, MLO2, MLO3
Test	Test	50	0	MLO1, MLO2, MLO3, MLO4

### Module Contacts

**Module Leader**

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

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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