**Modules Catalogue: DL902 – MA in Digital Broadcast Production for Radio + Television**

Incoming Erasmus students can study semester 1 and / or semester 2. Each semester is 15 weeks long.

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| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
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 | **Changing Media Landscapes**  | 10 | 1 | The aims of this module are to introduce students to the main influences that have shaped the broadcast environment in Ireland, the recent impact of globalisation on the national broadcast sector and to speculate on the possible directions and opportunities for broadcasters in the globalised sphere. The module objectives are to enable students to understand and evaluate: * historical factors that shaped broadcasting in Ireland
* the principles of broadcast regulation
* how scheduled programmes relate to audiences and ratings
* the role of public service broadcasting in the global era
* emerging global trends.

Overall this module should provide insights for programme makers to carry into their professional practice. On successful completion of this module, you will be able to: 1. Interpret the political, cultural, technological and commercial factors that shape the broadcast landscape in Ireland. 2. Research the impact of global communications to analyse recent shifts in the relationship between the audience and the broadcast sphere; 3. Analyse the complex relationship between current Irish public sector broadcasting, Irish commercial broadcasting and the external broadcast influences. 4. Evaluate the effect of emerging media trends on the future of broadcasting. Module Content: History of Irish broadcasting | The persistence of scheduling | Audiences: loyalty, line cutting + boundaries of regulation | The Broadcast Authority of Ireland + public service broadcasting | Ratings + the implications for programme genre | Academic essay skills: writing style, structuring from a brief + formatting | Assessment Tutorials | Feedback Tutorials. |
| 1 |  | **Online Content Creation + Distribution**  | 5 | 1 | The aim of this module is to enable learners to understand and critically engage with the importance of programme branding for online content creation and distribution. The module requires learners to analyse and critique online content creation and distribution from technological, social, cultural and industrial perspectives and to devise and engage in the creation and distribution of self-produced online content. The students will work in a team to film an off-site production which is streamed; they will devise a website prototype for that production as a branded programme to be distributed online. This module presents and examines case studies of existing modes of online content creation, promotion and distribution that have emerged in contemporary digital media. It enables learners to apply the theory underpinning the social, cultural and industrial perspectives of online content creation in the analysis of real-world case studies selected from existing broadcast programming. Learners synthesise wide-ranging practices, concepts, theories and applications of digital media in the analysis of a real-world case study. Learners research, devise and present a proposed brand strategy for their own media production practice. Learners may have an opportunity to gain on-site experience in media production companies. On successful completion of this module, you will be able to: 1. Identify innovative methods and techniques of media production, distribution and consumption that have emerged from digital media environments. 2. Research and analyse how digital technologies have changed how we consume, produce and disseminate media. 3. Synthesise theoretical concepts and social issues of digital technology and apply them to digital audio-visual storytelling. 4. Produce a multi-camera, location-based digital streaming broadcast programme to an industry standard. 5. Develop an online branding and distribution strategy for broadcast programme. Module Content:The modes of teaching and learning for the module include lectures, workshops, applied research, production practice, real-world case study, brand strategy proposal and development. Through these modes, learners engage in the theory and practice of online content creation and distribution of Broadcast Production. They learn how to devise a brand strategy for Broadcast Production, present a professional brand strategy proposal and to implement a brand strategy for the online distribution of a broadcast programme. Learners produce a live location-based multi-camera broadcast to be distributed online. Indicative module assessment deliverables:  Critical case study of an existing real-world online broadcast distribution strategy.  Live location-based multi-camera Broadcast Production.  Research, development and presentation of an online distribution brand strategy proposal for a learner-produced Broadcast Production.  Small-group implementation of an online distribution brand strategy proposal for the learner-produced Broadcast Production.  |
| 1 |  | **Interdisciplinary Research Methods + Debates**  | 10 | 1 | The aim of this module is to build a culture of interdisciplinary research that is practice led and practice based throughout IADT at MA level. This module will allow learners to develop practice based and or practice led research skills and to apply them to a relevant discipline area. Having formulated a topic for enquiry, they will then synthesise a range of research skills and methodologies allowing them to expand and deepen their approach to their creative practice. Practice-based research is “*the pursuit of research which is centrally predicated on realising actual practice within the arts*”.\* The objective is to provide learners with the ability to conduct informed independent research in an interdisciplinary context informed by the most recent and contemporary debates within their own specific discipline area or area of expertise. Internationally the norm has been to describe post-graduate research in which an artefact is the outcome as 'practice-based', while post-graduate research which interrogates methods, methodologies, theoretical frameworks of practice with the outcome being a thesis and an artefact as 'practice-led'. The objective of this module is to prepare learners for both. \* *Good Practice in the Quality Assurance of Arts Research Degree Programmes by Practice. Ireland. HETAC, 2010* On successful completion of this module, you will be able to: 1. Demonstrate an ability to conduct informed independent research in an interdisciplinary context informed by the most recent debates within a specific discipline area. 2. Formulate a research question using appropriate methodologies. 3. Synthesise a range of research strategies and methodologies relevant to a practice based discipline. 4. Evaluate the applied research processes appropriate to discipline specific practices. 5. Present research findings in an agreed and appropriate format. 6. Evaluate the efficacy of research findings in furthering the advancement of a relevant discipline. Module Content:The module is structured as six sequential phases each of which has a specific topic or focus as described below:1. Mapping the Terrain: methods of contextualizing research. 2. Locating Your Position: methods of orienting and situating research. 3. Crossing the Terrain: establishing appropriate research methodologies. 4. Interpreting the Map: methods of evaluation and analysis. 5. Recounting the Journey: recognizing new knowledge and communicating research findings.  |
| 1 |  | **Writing for Broadcast Media**  | 5 | 1 | This module aims to provide students with the competencies and skills needed to write clearly and effectively for modern broadcast media. You will develop a command of the writing skills necessary to allow you to engage successfully with a broad range of audiences, online and across the airwaves. You will also gain critical skills in the planning and writing of research briefs, pitch proposals and other working documents common to all media environments. This module will provide you with an opportunity to demonstrate advanced journalistic writing skills, creativity and innovation, suitable for the broadcast industries and to an MA standard. On successful completion of this module, you will be able to: 1. Write a ‘one-page’ creative proposal to a broadcast industry standard. 2. Research a contemporary complex news story and synopsise it as a broadcast standard written brief. 3. Pitch a potential news story to a group in a Broadcast Production context. 4. Write an article to professional journalistic standards that demonstrates a command of style and tone. 5. Write a broadcast standard voice over script suitable for video that targets a particular audience. 6. Write a broadcast standard voice over script suitable for radio that targets a particular. Module content:Broadcast producers need advanced journalistic skills and competencies. This module is structured in such a way as to provide the key blocks required to apply those skills to creative projects. They include: The application of research methods for broadcast media | Sourcing content + original sources in the preparation + writing of research briefs to an industry standard | Writing the one-page proposal for TV, radio or online | Journalistic writing skills for various media | The evaluation of audiences | Principals of Journalism | Exercising editorial judgement and assessing stories + their news worthiness | Journalism + Law | Ethics.  |
| 1 |  | **Radio Production**  | 10 | 2 | The aim of this Module is to enable the learner to master radio studio and location production skills and to gain a significant command of technical skills and competencies required of broadcast radio. The objective is to ensure students command the appropriate production tools and methodologies relevant to industry standard radio studio and location production. Learners will be able to create their own radio content to a professional standard for both live and online contexts. They will be able to analyse radio journalism as a discipline and evaluate contemporary audiences and how to reach them. On successful completion of this module, you will be able to: 1. Produce an ‘as live’ radio studio programme to a professional standard. 2. Produce a location based radio package or insert to a professional standard 3. Synthesise the skills to indicate a command of the technical abilities required for radio location recording and studio operations 4. Critique an applied production process required for radio production for standard broadcast and online platforms 5. Critique the fundamental requirements of radio journalism appropriate for broadcast or online output. Module Content:The module is focused on enabling the learner to produce live and pre-recorded radio content to professional standard for live broadcast or as a podcast. Learners are instructed in the autonomous skills and methodologies required for producing an audio package and a ‘as live’ show up to final delivery and dissemination across various platforms. These include three strands – content + editorial, technical, and post-production competencies.  |
| 1 |  | **Single Camera Factual Production** | 10 | 2 | The aim of this module is to enable the learner to produce and direct a short documentary or narrative video package to Irish and European broadcast standards. The objective is to ensure students develop the autonomous skills and methodologies required for producing a story driven video package up to final delivery and dissemination across various platforms. These include, idea research and development, storytelling, and video journalism. Technical competencies include location audio recording, lighting and single camera operation, postproduction and final delivery of video packages. On successful completion of this module, you will be able to: 1. Research, produce + direct a narrative video package to European broadcast standards 2. Systematically apply the practical discipline specific skills + technical abilities required for location lighting, camera operation, sound recording + editing. 3. Estimate and effectively manage the technical, material, and human resources needed for a team-based production. 4. Demonstrate a command of the production processes required for autonomous audio visual narrative storytelling. 5. Devise a strategy to distribute and promote a video package for a specific audience and online broadcast platform. Module Content: The module is focused on enabling the learner to produce and direct a short narrative lead video package to European broadcast standards. Learners are instructed in the autonomous skills and methodologies required for producing a video package up to final delivery and dissemination across various platforms. These include two strands – content creation and technical competencies.  |
| 1 |  | **Multi-Camera Television**  | 10 | 2 | The aim of this module is to enable the learner to produce a multi-camera studio based television programme. The objectives are to provide learners with the opportunity to gain new skills through the application/focus of existing skills and competencies to produce, direct and crew a multi-camera studio production; to work in a team to produce a programme for a particular audience and broadcaster or platform. Students will develop the autonomous skills and methodologies required for producing a multi-camera studio based programme. These include, idea research, development and production up to final delivery. Technical and other competencies include health and safety, audio, lighting, camera operation, rigging, operation of a full broadcast gallery and related technical equipment. On successful completion of this module, you will be able to: 1. Lead and contribute professionally to a production team in the development, research and production of a multi-camera studio based television programme to Irish and European broadcast standards 2. Demonstrate a command of team and technical abilities in all broadcast crew roles. 3. Plan an ‘as live’ multi-camera studio TV show while adhering to current health and safety standards. 4. Devise a strategy for promoting the programme for broadcast on an online platform. 5. Self-evaluate the production process and programme so that future work will be implemented more effectively. Module Content:The module is focused on enabling the learner to produce and direct a multi-camera television programme of a high-standard and professional factual genre to Irish and European broadcast standards. Learners must be able to develop television programme ideas that matter in today’s public service and commercial broadcasting landscape. These include three strands: content creation, production operations and technical competencies. Students use appropriate tools and methodologies that are applied in the television studio environment.  |