



Module Descriptor

Title	Broadcast Feature Production		
Session	2025/26	Status	
Code	JOUR09007	SCQF Level	9
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	Dr James Mahon		
Summary of Module			
This module requires students to produce longer-form, more considered broadcast journalism for a feature market. Students conduct in-depth interviews and gather audio and video appropriate to creating a more involved piece of original journalism. Students are free to specialise in their preferred medium (radio or TV) and will be guided by a series of lectures and workshops that will continue their development as broadcaster interviewers, storytellers and presenters.			
Through a series of short lectures and demonstrations the student will be given the opportunity to learn the skills of professional audio and/or video feature production, which can also be used in long-form news production. Analysis of what makes a good (listenable) feature will be undertaken in tutorial and feedback sessions.			
The software skills along with portable recording interview techniques will be shown in workshops and in one-to-one feedback tutorials.			
Use of music and sound effects will be used during demonstrations in multi track mixing techniques.			

Module Delivery Method	On-Campus¹	Hybrid²	Online³	Work -Based Learning⁴
	☒	☒	☐	☐

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☒ Ayr		☐ Lanarkshire		☒ Online / Distance Learning	
	☐ Dumfries		☐ London		☐ Other (specify)	
Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Conduct and record broadcast interviews to a professional standard
L2	Conduct in-depth original story research drawing on a range of sources.
L3	Demonstrate advanced broadcast scripting and storytelling techniques
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 9 The technical aspects and practical techniques of broadcasting; demonstrating some originality and creativity in audio/video production.
Practice: Applied Knowledge and Understanding	SCQF 9 The dubbing, digitally editing and mixing of recorded material to a professional standard; interviewing and recording adhering to professional level practices using professional level equipment
Generic Cognitive skills	SCQF 9 Using a wide range of sources and making judgements; evaluating and critically reviewing their own output and that of others in a reflexive manner; defining analysing, critically evaluating and conceptualise professional level problems and issues.
Communication, ICT and Numeracy Skills	SCQF 9 Communicating using written and oral forms at a professional level to a range of audiences; communicating and working effectively in inter-personal settings.

Autonomy, Accountability and Working with Others	SCQF 9 Organising and managing supervised, self-directed projects; work to a given brief, within a specified timescale; exercise autonomy and initiative and work independently
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Prerequisites	Module Code	Module Title Broadcast Feature Production
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	12
Work-based Learning	6
Practice-based Learning	12
Independent Study	167
Laboratory / Practical Demonstration / Workshop	12
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The following materials form essential underpinning for the module content and ultimately for the learning outcomes: https://www.oreilly.com/library/view/broadcast-news-writing/9780240811833/ Angus, R. (2014) Straight to camera versus interview. Available at: https://clipsthat sell.com.au/straight-to-camera-versus-interview/ Aradau, B. and Greenway, C. T. G. (2019) 'Acts of digital parasitism: hacking, humanitarian apps and platformisation', <i>New Media and Society</i>, 21(11), pp. 2548-2565.

Bui, M. N. and Moran, R. (2020) 'Making the 21st century mobile journalist: examining definitions and conceptualizations of mobility and mobile journalism within journalism education', *Digital Journalism*, 8(1), pp. 145-163.

Couldry, N., Ridriguez, C. and Bolin, G. (2019) 'Media communication and the struggle for social progress', *Global Media and Communication*, 14(2), pp. 173-191.

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Please select
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Arts and Media
Moderator	Dr Kenneth Pratt
External Examiner	Fiona Mckay
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☐ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)

Assessment 1

Assessment 1

(100% of total marks)

1 broadcast feature portfolio which will comprise two submissions of a maximum duration of 6 minutes.

1 radio feature and 1 video feature on agreed topics with module coordinator.

Provide scripts and a 500 word reflective essay on "The merits or drawbacks of feature reporting in the digital media age"

Submit all in one word document to Turnitin

5.3 Portfolio content rubric

This proposal is designed to encourage the production of high quality broadcast material. In effect a high quality 3 minute video package would be the same as 1500 words of written journalism while a 3 minute unedited interview would only be worth 450 words.

Tier	Submission type	Word count award	Criteria notes
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1.1	100 words print journalist	100	
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1.2	100 words online/magazine journalism	Unedited interview	
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150	A submission only reaches this criteria when page design and photography is included. Otherwise the submission drops to tier 1.1		
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1.3	1 minute video/radio read only, 300	1.3 requires no clips or editing and merely the performance of around 180 words of script. Discussions or two way reports will also be counted as this level and will be counted to the reporter only	
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1.4	1 minute radio/video package	500	
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1.4 requires the skills associated with package making: edited clips, a piece of audio/video comprising presentation and/or voice over and the gathering of original pictures or sound to illustrate the story. This journalism must be original and transmittable with appropriate contributors.

If a submission is not judged to have met this criteria it will be marked as a tier 1.3 submission. An example of this would be a video submission which was a minute long piece to camera.

Assessment 2
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Portfolio of Practical Work	☒	☒	☒	☐	☐	100	

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter

Guidance Note 23-24 provided D Taylor General housekeeping to text across sections. . 12/12/23 D Taylor		