

## Module 4: Introduction to Radio

Stage	I						
Semester	2						
Module Title	Introduction to Radio						
Module Number	4						
Module Status	Mandatory						
Module NFQ level	6						
Pre-Requisite Module Titles	None						
Co-Requisite Module Titles	Intro to Digital Media, Photo, Video, Writing						
Capstone Module?	None						
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (hours)</b>
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
18	24			24		54	120
<b>Allocation of Marks (Within the Module)</b>							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage Contribution	100				100%		

### Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Develop a technical and journalistic understanding of news, sports, arts and light entertainment and current affairs coverage.
2. Demonstrate an intermediate working knowledge and proficiency in the radio studio environment.
3. Produce radio programmes to commercial industry standards.
4. Produce a radio news bulletins to commercial industry standards.
5. Record, edit, prepare and research audio and content to commercial broadcast industry standards.
6. Write, plan, prepare and organize programme content to commercial industry standard.

### Module Objectives

This module aims to:

- Develop knowledge of the essential tools required to enter the field of radio journalism, applicable across all areas of the radio industry.
- Enhance the technical skills relevant to radio journalism, including cutting, pasting, continuity, fading, music bedding and mixing.
- Impart the skills required to write material to a commercial industry professional standard, ready for broadcast.

### Module Curriculum

## **Introduction to Radio**

This section sets out the commercial industry standard skills necessary to work in the industry and deliver radio programming, it focusses on programme genres, running orders and programme teams roles, responsibilities and functions.

### **Industry Overview**

This topic looks at the main players and structures in the Irish radio industry. It examines the different programming schedules and target audiences of radio stations and endeavours to familiarise learners with the practical workings of the industry.

### **Running Order Theory**

In this topic we get learners to theoretically devise running orders, guests and programme line ups for a variety of theoretical genres, this incentivises the learners to think about the methods and skills necessary in order to devise a programme running order.

### **Editorial Theory**

This section focuses on getting learners to think about the methods and ways to approach and develop stories for broadcast. It also includes information on how to reference work correctly and covers: planning effective searches on the internet, evaluating documents and examining issues such as authenticity and credibility, using search engines effectively and how to reference correctly. Key to this module is familiarising learners with the college databases available and the valuable information sources accessible to learners.

### **Technical Production**

This topic focuses on the commercial industry production skills necessary to use the studio production facilities adequately, learners are taught mic techniques, desk skills, basic editing skills in Cool Edit, use of portable recording equipment, the importance of sound quality and the use of audio clips.

### **Studio Production**

In this section learners make programmes across three genres, namely, Sport, Arts & Light Entertainment and Current Affairs. This enhances the real world experience of making programmes for broadcast and contributes to the real world experience of radio broadcasting.

### **News Bulletins and Reporting**

This topic examines the skills needed to construct news bulletins for broadcast, learners make a news bulletin as part of their assignment and utilise their own voice, delivery, editing, audio drop ins and are made aware of the required standards expected in the industry.

## **Reading Lists and other Learning Materials**

Media in Ireland: The Search for Diversity, Damien Kiberd (Editor), ·Open Air Publications

Media in Ireland: The Search for Ethical Journalism, Damien Kiberd Editor), Four Courts Press Ltd

Media in Ireland: Issues in Broadcasting (Cleraun media conference series), Damien Kiberd (Editor), Four Courts Press

Essential Radio Journalism: How to Produce and Present Radio News Professional Media Practice, Paul Chantler, Peter Stewart, Methuen

Twibel - A Guide To Libel For Facebookers, Bloggers & Tweeters By Paul Hollins, Paul Chantler, Blue Revolution

Hang The DJ? - The Radio Presenter's Guide to the Law By Paul Hollins, Paul Chantler, Publisher Blue Revolution

Reality Radio: Telling True Stories in Sound (Documentary Arts and Culture), John Biewen (Editor),Alexa Dilworth (Editor), · The University of North Carolina Press

Radio Content in the Digital Age: The Evolution of a Sound Medium, Angeliki Gazi, ·Paperback: 200 ·pages, Intellect

Media Production: A Practical Guide to Radio & TV, Amanda Willett, ·Routledge

Beyond Powerful Radio, Second Edition: A Communicator's Guide to the Internet Age-News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio, Valerie Geller, Focal Press;

The Radio Station, Eighth Edition: Broadcast, Satellite and Internet Michael C Keith, Focal Press

Web Radio: Radio Production for Internet Streaming Chris Priestman, Focal Press

The Radio Producer's Handbook, Rick Kaempfer, John Swanson, Allworth Press  
A History of the Media in Ireland, Christopher Morash, Cambridge University Press  
Under the Spotlight: Conversations with 17 Leading Irish Journalists  
Roger Greene, Paperback: ·225 pages, Liffey Press

The Irish Voice: Ireland on the Radio [Audiobook] [Audio CD], Brendan Balfe, Audio CD, New Island  
Window and Mirror: RTE Television 1961-2011, John Bowman, Collins Press

### Learners should also be aware of the following websites:

<http://www.slideshare.net/helpingmedia/writing-a-radio-script-10476106>  
<http://www.slideshare.net/anita07/radio-writing>  
<http://www.slideshare.net/iestynwilliams/making-a-radio-documentary>  
<http://www.nieman.harvard.edu/report/article/101577/Introduction.aspx>  
<http://www.nieman.harvard.edu/report/article/101579/What-the-Hell-is-a-Radio-Documentary.aspx>  
<http://www.nieman.harvard.edu/report/article/101584/Radio-Documentaries-Take-Listeners-Into-Dark-Corners.aspx>  
<http://www.nieman.harvard.edu/report/article/101580/Radio-Diarists-Document-Their-Lives.aspx>  
<http://www.nieman.harvard.edu/report/article/101581/A-Tape-Recorder-Becomes-a-Connecting-Thread.aspx>  
<http://www.bai.ie/wordpress/wp-content/uploads/JNLR-Results-October-2012.pdf>  
<http://www.independent.ie/entertainment/tv-radio/ryan-tubridy-stops-radio-slide-as-rival-ray-darcy-loses-listeners-3272886.html>  
<http://www.herald.ie/news/joes-the-winner-in-radio-ratings-battle-3273105.html>  
<http://www.adworld.ie/news/read/?id=386c29b5-3802-4523-aa98-8fe0b13b6009>  
<http://www.irishtimes.com/newspaper/ireland/2012/1026/1224325733657.htm>  
<http://www.independent.ie/national-news/joe-says-liveline-boost-thanks-to-public-3276102.html>  
PPI Radio Awards - Click on categories to hear audio of winning entries:  
[http://www.ppiradioawards.com/2012/winners\\_2012.php](http://www.ppiradioawards.com/2012/winners_2012.php)  
Learner Media Awards:  
[http://www.oxygen.ie/smedias\\_2012\\_categories.PAGE3982.html](http://www.oxygen.ie/smedias_2012_categories.PAGE3982.html)  
Danny Baker loses it on air after his programme is axed:  
<http://www.guardian.co.uk/media/2012/nov/01/axed-danny-baker-bbc-rant>  
Guardian Media Excellent Online Resource for Media News:  
<http://www.guardian.co.uk/media>  
Information on the Broadcasting Commission of Ireland (Former Organisation)/Broadcasting Authority of Ireland (Current Organisation).  
Information on Tendering and JNLR Radio Figures.  
<http://www.bci.ie/>

[www.bai.ie](http://www.bai.ie)  
Links to Commercial Radio & TV Station Websites  
[http://www.bai.ie/?page\\_id=895](http://www.bai.ie/?page_id=895)  
Details of Broadcasting Funding Sound & Vision Schemes  
[http://www.bai.ie/?page\\_id=92](http://www.bai.ie/?page_id=92)  
Radio Awards  
<http://www.ppiradioawards.com/>  
RTE Documentaries  
<http://www.rte.ie/radio1/doconone/>  
<http://www.rte.ie/radio1/doconone/awards.html>  
Newstalk Documentaries  
<http://www.newstalk.ie/programmes/all/different-voices/>  
<http://www.newstalk.ie/programmes/all/different-voices/podcasts/>  
Irish Radio News, Jobs and Discussion Board  
Media Discussion  
[www.boards.ie](http://www.boards.ie)  
Follow Arts link at top of page and then onto Radio or Soc link and then onto News and Media  
[www.radiotoday.ie](http://www.radiotoday.ie)  
[www.radiation.ie](http://www.radiation.ie)  
[www.radiowaves.fm](http://www.radiowaves.fm)  
<http://www.radiowavesforum.com/rw/>  
Political & Media Discussion Site  
[www.politics.ie](http://www.politics.ie)  
News Sources  
[www.irishtimes.com](http://www.irishtimes.com)  
[www.thejournal.ie](http://www.thejournal.ie)  
[www.breakingnews.ie](http://www.breakingnews.ie)  
[www.examiner.ie](http://www.examiner.ie)  
[www.rte.ie](http://www.rte.ie)  
[www.independent.ie](http://www.independent.ie)  
<http://www.irishhealth.com>  
[www.online.ie](http://www.online.ie)  
[www.aertel.ie](http://www.aertel.ie)  
[www.newstalk.ie](http://www.newstalk.ie)  
Houses of The Oireachtas News, Contacts, Media, Info etc. (Switchboard – 01 6183000)  
[www.oireachtas.ie](http://www.oireachtas.ie)  
Irish Government News Service & Press Room  
<http://www.merriestreet.ie/>  
<http://www.merriestreet.ie/index.php/news-room/>  
Media News  
<http://www.guardian.co.uk/media>  
Irish TV & Media News & Opportunities  
[www.iftn.ie](http://www.iftn.ie)  
Media Contact

<http://www.mediacontact.ie/>  
New Voices in Irish Media  
<http://elaine.ie/2011/02/01/new-voices-potential-young-contributors-to-irish-media/>  
Women Contributors in Irish Media  
<https://docs.google.com/spreadsheets/cc?authkey=COM5qKwK&key=0AkK-NZGaw03CdGj0QnKxZTk1dUxmc3cw dWNvVajITTFE&hl=en&authkey=COM5qKwK#gid=0>  
Irish Journalist Resources  
<http://journalist.ie/>  
[www.nui.ie](http://www.nui.ie)  
<http://www.nui.org.uk/innerPage/nui.html?docid=405>  
Irish Radio Online  
<http://www.listenlive.eu/ireland.html>  
Worldwide Radio Online/App  
<http://tuncin.com/>  
Excellent Quality & Library of Music that can be recorded into Cool Edit for use on programming  
[www.groovespark.com](http://www.groovespark.com)  
Online Guide and Tutorial to Cool Edit/Adobe Audition  
<http://www.bbctraining.com/radio.asp>  
*Law*  
<http://irishbarrister.com/defamation.html>  
[www.radiosolicitor.ie](http://www.radiosolicitor.ie)  
SPORTS WEBSITES  
fifa.com – use for international teams  
premierleague.com – use this for everything about premier league  
skysports.com/football – general info on all big leagues including BPL, German Bundesliga, La Liga (Primera Liga) and Serie A, Europa + Champions League  
goal.com – general info on all big leagues including Brazilian League, EL + CL, good for match previews and match reports  
skysports.com/football/transfer\_centre – most reliable for transfer news and updates  
soccernet.espn.go.com/?cc=5739 – general info on everything soccer  
[www.gaa.ie](http://www.gaa.ie)  
[www.hill16.ie](http://www.hill16.ie)  
[www.hoganstand.ie](http://www.hoganstand.ie)  
[www.anfearrua.ie](http://www.anfearrua.ie)  
[www.irishrugby.ie](http://www.irishrugby.ie)  
[www.rte.ie](http://www.rte.ie)  
[www.bbc.co.uk](http://www.bbc.co.uk)  
[www.guardian.co.uk](http://www.guardian.co.uk)

## Module Learning Environment

The learning environment is designed to both engage the learners and to encourage their critical thinking. This is achieved through lectures and practical radio studio practice which are designed to stimulate discussions and questions.

Learners are also supported with resources to offer structure and guidance. This includes lecture notes, reading materials as well as a detailed module curriculum which includes the learning outcomes, a class schedule, the necessary reading material and the assignment strategy. Participants also have access to Moodle, the College's Virtual Learning Environment (VLE) and the radio studio.

## Module Teaching and Learning Strategy

This module is supported with structured web-based resources and applies the use of the programme Teaching Learning and Assessment methodologies. Specifically, the module is delivered using:

- Case Studies
- Formal Lectures
- Participative Lectures
- Workshops / Tutorials
- Radio Studio

The module is taught through a mixture of formal and participative lectures, allowing learner interaction and questioning. Case studies are presented to the class in order to highlight the practical ramifications of the subject matter.

## Module Assessment Strategy

Learners are required to complete a number of tasks to demonstrate the skills required of a broadcast journalist as well as completing three practical group radio programme assignments in the genres of sports, arts and light entertainment and current affairs. The learners also complete an individual news bulletin assignment. The emphasis of the assignments is to develop practical production and broadcasting skills.

Example:

Element Number	Weighting	Type	Description
1	20%	Sports Programme	Learners are required to broadcast a sports programme. This is a group assignment.
2	20%	Arts and Light Entertainment Programme	Learners are required to broadcast an arts and light entertainment programme. This is a group assignment.
3	30%	Current Affairs Programme	Learners are required to broadcast a current affairs programme. This is a group assignment.
4	30%	News	Each learner to research, produce, edit and present a 5 to 7 minute news bulletin to include news, audio inserts, sport and weather with relevant jingles on relevant topics of learners choice. This is an individual assignment.