

Module code	MDC503	Level	5
Module title	Media Production and Content Consumption	Credit value	20
Common/Core/Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Media and Communications	Teaching Period	Spring

1. Module description

Media production has undergone a drastic transformation in recent years. Content is produced differently, consumed differently, and by vastly different and diverse audiences. This module analyses who is consuming media content and offers theoretical and practical tools to understand the media audiences. We will also experience the challenges of designing and conducting a small-scale research project on the audiences. Then, with a sharp focus on the chosen audience, we use professional production tools and environments to create effective and impactful content for targeted groups of digital consumers.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 01)

Collaborate and use appropriate networks to solve challenges in media production

Innovation (MLO 02)

Analyse and develop media products for different audiences, combining curiosity and creativity

Digital Tools and Data (MLO 06)

Use digital tools and data for media production and researching audiences

Human and Environmental Impact (MLO 10)

Analyse the impact of media on audience reception and the influence of audiences on media production

3. Learning and teaching methods

In this module 'learning-by-doing' is employed with practical outcomes to facilitate the creation of your own visual forms of production. You will be exposed to demonstrations of professional techniques which, working in small groups, you will then replicate and gain an understanding of.

Learning is divided into two main areas: Pre-production and production. In a series of hands-on workshops, you will research audiences and produce media content for targeted groups of digital consumers. The pre-production process gives opportunities to form original ideas and use judgement and critical thinking to come to decisions which are then pitched to your peers. The practical execution of those plans will enable you to develop skills in time-management, teamwork, influence and leadership to solve real-world problems encountered by professional production teams.

Learning hours	
Directed learning	48
Workshops/classes	48
Guided/Self-guided learning	152
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1: Project

Weight (%): 40

Word Count or Equivalent: 1500 words

You will conduct a small-scale research project about audiences of a specific media product, using appropriate method of analysis (survey, interview, context analysis, etc.). This can be presented in a variety of formats (a research paper, podcast, documentary, etc.)

Assessment 2: Media Product (Group assessment)

Weight (%): 60

Word Count or Equivalent: 5 – 20 minutes or 1500 words

In this group assessment, you will create media content to appeal to a defined audience, showing use of the research methods and production techniques covered in practical workshops.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO1	MLO2	MLO6	MLO10
Project work		X		X
Creative artefact	X		X	X

5. Indicative resources

Barbour, R. (2008). *Introducing Qualitative Research: A Student Guide*. London: Sage.

Foust J.C., Fink E.J., Gross L.S. (2018). *Video production: disciplines and techniques*. New York: Routledge.

How television used to be made. ADAPT: Researching the history of television production technology. <https://www.adapttvhistory.org.uk/> [Accessed 30 August 2022]

BBC Academy. (2012) How to shoot https://www.youtube.com/watch?v=SY2j_veB-cc [Accessed 31 August 2022]

Jenkins, H. (2006). *Fans, Bloggers and Gamers: Exploring Participatory Culture*. NY: New York University Press.

Livingstone, S. (1998). 'Audience research at the crossroads: the "implied audience" in media and cultural theory'. *European Journal of Cultural Studies*. Vol.1. No.2. Pp.193-217.

Ross, K., & Nightingale, V. (2003). *Media And Audiences: New Perspectives*. Maidenhead, England: Open University Press.

Singleton-Turner, R. (2011). *Cue & cut: a practical approach to working in multi-camera studios*. Manchester: Manchester University Press.