

Module code	SEL706	Level	7
Module title	Podcasting and Vlogging		
Status	Elective		
Teaching Period	Autumn/Spring		
Courses on which the module is taught	All Postgraduate Courses under the Regent's Model		
Prerequisite modules	n/a		
Notional learning hours	100	Credit value	10
		ECTS Credits	5
Field trips	n/a		
Additional costs	n/a		
Content notes	n/a		

1. Module description

In this module, you discover how to use new technology to boost your creativity and entrepreneurial skills by creating broadcast-quality podcasts and vlogs. Through hands-on projects and case studies, you will engage with different broadcast formats, learn how to connect with your audience to tell powerful stories. You will build confidence using professional tools and software for recording, editing, and producing both audio and video content.

Learning is based around four key strands:

- **Technical Mastery:** Learn how to use contemporary hardware and software to create podcasts and vlogs to a professional standard.
- **Journalistic Skills:** Build your ability to research, analyse, and tell factual stories using interviews, discussion, and narrative formats.
- **Creative Ideas & Content Design:** Explore what is already out there, do market research, and come up with your own unique podcast or vlog ideas.
- **Reflective Practice:** Reflect on your creative journey, what you have learned, how you have grown, and where you want to go next.

2. Learning Outcomes

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

Innovation (MLO 02).

Create and implement broadcast-quality podcast and vlogs combining intellectual curiosity and creativity

Digital Data and Tools (MLO 06)

Appraise and utilise digital tools, audio and video production technologies and data to produce content for online broadcast

Interdisciplinary Perspectives (MLO 09)

Integrate different disciplinary approaches in proposing insights into the multifaceted possibilities of online broadcasting via podcasts and vlogs.

3. Learning and teaching methods, and reasonable adjustments

This module takes a hands-on, practical approach to learning. It is built around project-based learning, meaning you will learn by doing. Most sessions will take place in studios, where you will get technical training and time to experiment with the tools and skills used in the podcasting and vlogging industry.

You will explore real-world case studies, work on your own creative projects, and take part in collaborative workshops that help you understand current trends and build your digital skills. You'll also reflect on your progress to grow as a content creator.

Throughout the module, you will receive regular feedback, from your tutors and your peers, to help you develop your ideas, improve your work, and fine-tune your podcast and vlog projects as they take shape.

Learning hours			100
Directed learning			36
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
		36	
Guided/Self-guided learning			64

4. Assessments and weighting, reasonable adjustment, and feedback methods

Portfolio, Weighting:100%, 3000 words/10 minutes (maximum)

You will create a Vlog along with a supporting Podcast on a subject of your choice focused on storytelling through research, careful fact-checking, engaging audio and video production, and presentation. A reflective report on your learning and experience will form part of your portfolio.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place

Assessment components	MLO2	MLO6	MLO9
Portfolio	x	x	x

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Abel, J. (2015) *Out on the Wire: The storytelling secrets of the new masters of radio*. New York: Broadway Books.

Llinares, D., Fox, N. and Berry, R. eds., (2018). *Podcasting: New aural cultures and digital media*. Springer.

Neistat C. YouTube channel; <https://www.youtube.com/@casey>

Nuzum, E. (2019) *Make Noise: A creator's guide to podcasting and great audio storytelling*. New York: Workman Publishing.

McHugh, S. (2022). *The Power of Podcasting: Telling Stories Through Sound*. Columbia University Press.

Meinzer, K. (2019) *So You Want to Start a Podcast: Finding your voice, telling your story, and building a community that will listen*. New York: William Morrow.

Woessner, S. (2017) *Profitable Podcasting: Grow your business, expand your platform, and build a nation of true fans*. New York: AMACOM.

Parker, R. 2024, 'Goalhanger: the evolution of a podcast powerhouse', *Broadcast*, 4 November 2024. <https://www.broadcastnow.co.uk/magazine/goalhanger-the-evolution-of-a-podcast-powerhouse/5198802.article>

Power, D. (2017) *Introduction to Podcast Technology*. Self-published.

Soundcloud, Social Media Stories; <https://soundcloud.com/smstories>; (last accessed February 2, 2025)

Landau, N. (2018) *TV Writing on Demand: Creating great content in the digital era*. New York: Focal Press.

Riverside FM. *How To Record and Edit A Podcast For Beginners* [Video file]. YouTube. <https://www.youtube.com/watch?v=Dm2FfXAMHVl>

Hernández, R. and Rue, F. (2015) *The Principles of Multimedia Journalism: Packaging digital news*. New York: Routledge.

Fenton, N. (ed.) (2010) *New Media, Old News: Journalism and democracy in the digital age*. London: SAGE Publications.