National Unit Specification: general information

UNIT   Media: Radio Feature Production (SCQF level 6)

CODE   F581 12

SUMMARY

The purpose of this Unit is to allow candidates to develop an understanding of the format and analyse language structures used in radio feature programmes. This is a practical Unit in which candidates will have the opportunity to develop skills in radio feature production by producing a radio feature programme.

This Unit is suitable for candidates with no prior knowledge or experience of radio feature production.

OUTCOMES

1   Analyse radio feature programmes.
2   Produce a radio feature programme in accordance with a given brief.

RECOMMENDED ENTRY

Entry is at the discretion of the centre. However, candidates would benefit from having previously attained the D6V4 11 *Media Studies: Radio* (Intermediate 2) Unit and/or the F582 11 *Media: Radio Journalism (*SCQF level 5) Unit.

CREDIT VALUE

1 credit at Higher (6 SCQF credit points at SCQF level 6*).

*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.

National Unit Specification: general information (cont)

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CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

There are opportunities for Core Skill development; these are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Analyse radio feature programmes.

Performance Criteria

(a)   Describe common structures and formats of radio feature programmes.
(b)   Correctly identify the target audience of given radio feature programmes.
(c)   Analyse the style, language and format used in given radio feature programmes.

OUTCOME 2

Produce a radio feature programme in accordance with a given brief.

Performance Criteria

(a)   Plan a radio feature programme in accordance with a given brief.
(b)   Carry out background research for a radio feature programme.
(c)   Produce a full script of the radio feature programme to accepted industry standards.
(d)   Produce a recording of the final radio feature programme.
(e)   Effectively perform post production editing tasks.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required which demonstrates that candidates have achieved all Outcomes and Performance Criteria.

Outcome 1 — Written and/or Oral Evidence

Candidates are required to produce evidence which:

♦   describes common structures and formats of a minimum of two radio features.
♦   correctly identifies the target audience of given radio features.
♦   analyses the style, language and format used in a given radio feature in terms of audience and broadcast organisation. The radio feature analysed must be taken from an established broadcast outlet which displays many of the features and conventions which are typical of the radio industry. This must include:
    — structure — length, regular host
    — format — magazine, discussion, audience participation
    — subject(s)
    — interview — studio interview
    — tone — serious, light hearted, humorous

This assessment should be carried out under open-book supervised conditions at appropriate points in the Unit.

Outcome 2 — Product and Performance Evidence

Candidates will be given a brief for Outcome 2 which asks them to produce a radio feature programme for a given radio station and target audience.

Product evidence is required in the form of a folio which contains:

♦   a plan for the radio feature programme — detailing an outline of the content and style of the feature, and all tasks required to be completed
♦   a record of research activities carried out for the radio feature programme
♦   copies of the information gathered as a result of research activities (including details of sources)
♦   a full script of the radio feature programme which is to accepted industry standards (in terms of dialogue, language, spacing, layout, style, and technical information)
♦   a recording of the final edited radio feature programme (minimum of 10 minutes), which has been edited by each individual candidate without technical assistance from the teacher/lecturer

Performance evidence is required to show that candidates can effectively perform post production editing tasks on the recording of the final radio feature programme. This must include editing:

♦   verbal errors
♦   link errors

Evidence should be gathered at appropriate points in the Unit.

National Unit Specification: support notes

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This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit is an optional Unit within the National Certificate Group Award in Media (SCQF level 6), but can be taken as a free-standing Unit.

The Unit is aimed at candidates who wish to develop skills in radio feature production. Candidates would not be expected to have prior knowledge of the subject area, but may benefit from having previously achieved Media Units at SCQF level 5.

The Unit should expose candidates to a variety of radio feature programmes produced by different radio stations and intended for different target audiences. Candidates should be able to develop an understanding of the format and language structures used in radio feature programmes. They should also be able to develop practical skills in radio feature production. This could be achieved by working as a group to produce a radio feature programme.

Candidates must be made aware of the copyright implications of including music and/or sound effects within their radio feature production.

This Unit could be taught alongside D6V1 12 *Media Studies: Broadcast Narratives* (Higher) and D6V4 12 *Media Studies: Radio* (Higher). The Unit articulates with D7M2 34 *Radio Production 1: Analysing and Producing Radio Programmes* (SCQF level 7) and F1C1 34 *Scripting for Radio* (SCQF level 7).

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

It is recommended that the Outcomes are taught sequentially. Candidates should undertake a series of formative tasks in preparation for summative assessment. Candidates should be encouraged to study a range of radio feature programmes in order to familiarise themselves with the conventions of radio features and the criteria for analysis. The content of these features should cover different subjects, and the features should be made by different institutions and be aimed at different target audiences, encouraging an understanding of the effect of these factors on style, length, language and content. Class discussion and case studies could be used to develop understanding in the theoretical areas of Outcome 1.

Practical activities should form the basis for Outcome 2. Where possible, candidates should be given practical activities which familiarise them with any recording or technical equipment required to record the radio feature programme for Outcome 2. In addition, observation of professional practise for Outcome 2 would be helpful.

Content and assessment method should be related to the candidate's frame of experience wherever possible. This could include the use of weblogs and social networking sites as a form of logging candidates' planning and preparation for practical Outcomes.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates will be producing written and/or oral communication as part of the assessment. This offers ideal opportunities to develop aspects of the Core Skill of *Communication*.

Should candidates choose to work in groups during Outcome 2, there will be opportunities to develop the Core Skill of *Working with Others*.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The following instruments of assessment are suggested:

♦ Outcome 1 — Short response questions based on a radio feature chosen by the assessor. Questions should cover all relevant areas of analysis, including the format, style and language of the feature and the institutional and audience-related influences on these factors.
♦ Outcome 2 — Practical exercise/folio.

It is recommended that candidates work in small groups for Outcome 2, where each group member has a clearly defined role. Candidates must provide their own individual edited version of the feature production.

It is not necessary for each candidate's voice to be recorded for the radio feature programme. The radio feature should be aimed at a specific target audience and radio broadcaster. This could be an existing or hypothetical college or school radio station, or other agreed radio outlet.

Time should be allowed for any necessary re-assessment.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003), SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).