SCOTTISH QUALIFICATIONS AUTHORITY

Higher National Unit Specification

General information for centres

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

Unit code: D7M2 34

Unit purpose: This Unit is about developing an ability to listen critically to Radio Broadcasting and to relate the appropriateness of the content and style to the target audience. It is also about developing the practical skills necessary to plan, record and where necessary edit a short radio programme for an agreed audience.

On completion of the Unit the candidate should be able to:

1. Analyse different types of programmes in radio broadcasting
2. Produce a short radio programme for an agreed audience

Credit value: 1 HN Credit(s) at SCQF level 7: (8 SCQF credit points at SCQF level 7)

SCQF (the Scottish Credit and Qualifications Framework) brings Scottish qualifications into a single framework of 12 levels ranging from SQA Access 1 to doctorates. The SCQF includes degrees; HNC/Ds; SQA National Qualifications; and SVQs. Each SQA Unit is allocated a number of SCQF credit points at a specific level. 1 SCQF point = 10 hours of learning. HN candidates are normally expected to input a further number of hours, matched to the credit value of the Unit, of non-contact time or candidate-led effort to consolidate and reinforce learning.

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. No prior knowledge or skills concerning radio production are required.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Assessment: There are two assessments in this Unit: the first is a written assignment in which the candidate will analyse a number of broadcasting styles and the second is a practical exercise in which the candidate will produce a short pre-recorded radio programme, which should include his/her own voice, a music clip and an interview.

Higher National Unit specification: statement of standards

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

The sections of the unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Analyse different types of programmes in radio broadcasting

Knowledge and/or skills

- Evaluating the content, style and presentation of radio programmes, including speech-based, music-based and local interest
- Understanding the concept of target audience
- Understanding the needs of radio audiences

Evidence requirements

The candidate will be required to demonstrate his/her knowledge by undertaking an analysis of at least five programmes including speech-based, music-based and local interest programmes. The analysis should be in the form of an essay of a minimum of 1000 words, a log book or audio diary and should:

- correctly identify the category of each programme
- describe the content of each programme in some detail
- demonstrate an understanding of the factors influencing the content and style of the programmes
- explain the relationship between the needs of the audience and the style of the programme.

Assessment guidelines

The candidate should listen to a variety of programmes from a variety of radio stations, and conduct an analysis of them. This may be in the form of an essay, but may be more easily achieved by completion of a log book or audio diary of the candidate's listening, with a brief analysis of each programme under a series of headings such as radio station, time, date, name of programme, category, content, target audience, needs of the audience met by the programme, how the programme succeeds in meeting these needs.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

Outcome 2

Produce a short radio programme for an agreed audience

Knowledge and/or skills

- Script writing
- Selecting content for a particular purpose and audience
- Organising content logically and structuring a radio programme
- Matching register, vocabulary and format to the purpose of the programme and to its intended audience
- Using the microphone effectively
- Appreciating the importance of sound recording levels
- Operating recording equipment
- Editing recorded material

Evidence requirements

The candidate will be required to demonstrate his/her knowledge by writing a script and producing a pre-recorded radio programme, lasting five - eight minutes to a professional standard on an agreed topic. It should contain the candidate's own voice, a minimum of one interview with a minimum of one other person, a music clip and any other appropriate items. Music should occupy a maximum of 20% in total of the programme. The script and recording should be retained as evidence.

The programme should:

- contain material suitable for the purpose and audience
- be logically structured
- record the candidate's voice
- use register, language, and tone suitable for the subject matter and the target audience
- achieve clear articulation
- use varied pitch and pace
- maintain sound levels throughout
- be free from dead air lasting longer than three seconds
- demonstrate effective editing where required
- be compiled without technical assistance.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

Assessment guidelines

The candidate will be given a practical assignment which involves the production of a short radio programme for an agreed audience. The subject matter of the radio programme should be negotiated with the candidate, as should the target audience and purpose. It may be desirable for the candidate to use material researched for another Unit as the basis for the programme, but integrated assessment with another Unit is not envisaged.

The script written for this Outcome could be used as evidence for Outcome 3 in the HN Unit D7LR 34 *Writing for the Media.*

Administrative Information

Unit code: D7M2 34

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

Superclass category: KA

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Higher National Unit specification: support notes

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

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

It is desirable that centres offering this Unit have access to a radio studio. This Unit is intended to encourage candidates to listen critically to radio broadcasts and to be aware of audience needs and expectations. Candidates should be aware of the differences between radio and other forms of mass media, and of the relationship between the audience and the presenter. The Unit is also intended to equip candidates with the skills required to produce sound recordings of a professional standard. While at this stage they are not required to be bound by all the constraints of the broadcast studio – the length of the final programme is more flexible than would be possible in real life, as is the amount of studio time available for preparation — it is nevertheless desirable that conditions be as realistic as possible. While technical help may be available in the event of breakdown or emergency, the programme should be made by the candidate without technical assistance. It is envisaged that the programme presented as evidence should be essentially speech-based rather than a music programme. While it is desirable that the recording be presented and labelled correctly, this will not form part of the evidence requirements.

Guidance on the delivery and assessment of this Unit

It is envisaged that Outcome 1 should take about one third of the time available for delivery of the Unit. Although this Unit has been developed as part of the HNC/D *Communication with Media* framework, it might prove useful as a free-standing Unit for those who are interested in, for example, voluntary hospital or community radio projects. Some supervision is recommended for Outcome 2 to ensure that candidates are not being assisted by members of the group who are technically more competent. While it may be advisable to use observations checklists, it may be impossible for the assessor to be present at every moment of the programme's production.

Open learning

In view of the specialised equipment necessary for this Unit, it is not seen suitable for Open or Distance Learning.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1036).

Higher National Unit specification: support notes (cont)

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment and Certification Arrangements for Candidates with Special Needs and Candidates for whom English is an Additional Language* (SQA, 2000).

General information for candidates

Unit title: Radio Production 1: Analysing and Producing Radio Programmes

By the end of this Unit, you should be aware of the variety of programmes broadcast on radio, the difference between radio and other forms of mass media and the audience needs which radio programmes satisfy. You will also be able to produce a radio programme, operating the equipment and recording your own voice as well as that of other people.

There are two Outcomes. The first requires you to analyse a number of radio programmes, the second to produce a short radio programme by yourself.

In the course of the Unit you will learn about the different types of radio programme, and you will learn how to operate radio equipment, to make recordings outwith the studio, to use the microphone and to edit what you have recorded.

The first Outcome will be assessed by a piece of written or oral work, in which you will be required to show that you can analyse broadcast styles, and understand why particular styles are adopted for particular broadcasts. For the second, the evidence will be the recording which you have made of your radio programme and your script.

On completion of the Unit you should be able to:

1. Analyse different types of programmes in radio broadcasting

2. Produce a short radio programme for an agreed audience