



National Unit Specification: general information

UNIT Media: Presenting for Radio and Television (SCQF level 5)

CODE F58A 11

SUMMARY

The purpose of this Unit is to enable candidates to develop the knowledge and skills involved in presenting both radio and television programmes. This is a practical Unit in which candidates will be given the opportunity to produce and present a radio programme. They will also have the opportunity to present a number of recordings for television. Following these practical activities candidates will then review and evaluate their own performance.

The Unit is suitable for candidates who have no prior knowledge or experience of presenting for radio and television, and who wish to obtain a basic understanding of presentation techniques.

OUTCOMES

- 1 Produce and present a radio programme to a given brief.
- 2 Present a range of recordings for television in accordance with a given brief.
- 3 Review and evaluate own radio and television presentations.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at Intermediate 2 (6 SCQF credit points at SCQF level 5*).

**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.*

Administrative Information

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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

Produce and present a radio programme to a given brief.

Performance Criteria

- (a) Use microphone technique to capture voice to an acceptable technical standard.
- (b) Use voice correctly in terms of volume, pace and tone.
- (c) Properly balance voice with appropriate audio items.
- (d) Use studio equipment to produce competent programme mix.

OUTCOME 2

Present a range of recordings for television in accordance with a given brief.

Performance Criteria

- (a) Appropriately use voice in terms of volume, pace and tone.
- (b) Appropriately use non-verbal communication.
- (c) Perform within available space of framed shot.
- (d) Perform links to specified timing.

OUTCOME 3

Review and evaluate own radio and television presentations.

Performance Criteria

- (a) Identify strengths and areas for improvement in the technical quality of the radio presentation.
- (b) Identify strengths and areas for improvement in the volume, pace and tone of voice in the radio presentation.
- (c) Identify strengths and areas for improvement in the volume, pace and tone of voice in the television presentation.
- (d) Identify strengths and areas for improvement in own non-verbal communication in the television presentation.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that the candidates have achieved all of the Outcomes and Performance Criteria.

Outcome 1 — Performance and Product Evidence

Candidates are required to work to a given brief during Outcome 1. This will state that candidates have to produce and present a radio programme, and will specify the following: purpose of the radio programme, target audience and the required duration.

The minimum technical requirements are:

- ◆ radio studio (self operated)
- ◆ microphone
- ◆ headphones
- ◆ faders
- ◆ play in device
- ◆ audio recorder

Performance evidence, supported by an assessor observation checklist, is required to show that candidates can correctly operate studio equipment to produce a competent programme mix (of voice and other audio programme items, including live and pre-recorded audio sources).

Product evidence is also required in the form of a completed radio music programme mix which:

- ◆ is recorded as 'live' (ie no opportunity for post production).
- ◆ features the candidate's voice for a minimum of 90 seconds (showing appropriate microphone technique, volume, pace, tone and presentation style).
- ◆ contains appropriate audio programme items (both live and pre-recorded) to support the voice. These audio programme items can be given to the candidate or selected by the candidate.
- ◆ includes at least one balanced integration of the candidate's voice and another audio source.
- ◆ is competently mixed and effectively balanced.

Note — at this level candidates should be encouraged to be accurate to the second in their programme timings but should be allowed to work within agreed time constraints; +/- 15 seconds per 30 minutes of programming.

Evidence will be gathered under supervised conditions at appropriate points throughout the Unit in a self operated studio.

National Unit Specification: statement of standards (cont)

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Outcome 2 — Product Evidence

Candidates are required to work to a given brief during Outcome 2. This will state that candidates have to produce three different video recordings (in the form of links with specified timings) for a television programme. The brief will specify the following: purpose of the television programme, target audience and the required duration.

Product evidence is required in the form of three different recordings for television. Each recording can be filmed on location or in a TV studio equipped with a prompter. Each piece filmed on location must feature the candidates' voice for a minimum of 15 seconds duration. Each piece filmed in a TV studio equipped with a prompter must feature the candidate's voice for a minimum of 30 seconds duration.

Each recording must show that the candidate is able to:

- ◆ appropriately use voice in terms of volume, pace and tone
- ◆ appropriately use non-verbal communication (in terms of both facial and physical expression)
- ◆ perform within available space of framed shot
- ◆ perform links to specified timings

Timings must be within 10% or two seconds, whichever is the greater, of the specified duration of each recording.

Evidence will be gathered at appropriate points throughout the Unit.

Outcome 3 — Written and/or Oral Evidence

Evidence must show that candidates can identify strengths and areas for improvement in:

- ◆ the technical quality of the radio presentation performance
- ◆ the volume, pace and tone of voice in the radio presentation performance
- ◆ the volume, pace and tone of voice in the television presentation performance
- ◆ own non-verbal communication in the television presentation performance

Evidence will be gathered under supervised conditions at appropriate points throughout the Unit.

National Unit Specification: support notes

UNIT Media: Presenting for Radio and Television (SCQF level 5)

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

This Unit focuses on the knowledge and skills required to present radio and television programmes. Centres should provide scripts for candidates. The presentation tasks defined in each Outcome are challenging in themselves although Centres may allow more confident and capable candidates to develop their own material.

There are opportunities to integrate this Unit with other Units in both television and radio, including F58D 11 *Media: Radio Music Programme Production* (SCQF level 5) which may allow candidates to develop their own scripts or links.

Outcome 1 combines vocal presentation skills with the technical skills of using a self-operated radio studio.

Outcome 2 combines vocal presentation skills with the non-verbal communication skills required for television presentation.

Throughout the Unit candidates are expected to use their voices effectively. At this level candidates are not expected to achieve a professional standard of presentation but they can be expected to develop their vocal presentation through:

- ◆ relaxation
- ◆ control of breathing
- ◆ correct posture
- ◆ projection
- ◆ careful diction
- ◆ variety of pace
- ◆ variety of emphasis and intonation

The importance of preparation in ensuring a confident performance should be reinforced.

National Unit Specification: support notes (cont)

UNIT Media: Presenting for Radio and Television (SCQF level 5)

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

This Unit requires access to significant radio and television production facilities and these should be carefully allocated. Ideally centres should provide access to both radio and television studios. A radio studio is essential and candidates will require time to rehearse before assessment. Television presentation can be conducted with a single camera crew.

Candidates should be allowed access to reference documentation, such as scripts and studio manuals, to allow them to complete the practical tasks.

Examples of both professional radio and television presenting should be reviewed and discussed as a class or in smaller sub-groups.

It would be appropriate to ask candidates to deliver a range of radio and television scripts in a formative assessment activity. These scripts could cover a range of presentation styles. As an example, radio scripts could include commercial, trail or a music programme link. Television scripts could include news scripts and links for magazines or entertainment programmes.

Television production requires teamwork and such an approach to Outcome 2 would be appropriate. Small groups could rotate through the roles required to produce the pieces to camera. The roles could include Presenter, Director, Camera Operator and Sound Recordist.

Preparation is particularly important for this Outcome as candidates will have to remember the scripts for their presentation.

Candidates should be encouraged to review their recordings and evaluate their own performances. Candidates should be encouraged to be honest in their evaluation and understand the importance of presenters critically reviewing their own work.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

The Unit provides opportunities for candidates to develop aspects of the Core Skill of *Communication* during Outcome 1 and 2 when they are presenting both radio and television programmes. Candidates will have further opportunities to develop this Core Skill while producing written and/or oral evidence in Outcome 3.

Should candidates choose to work in small groups during Outcome 2 while preparing for assessment of their television presenting skills, there will be opportunities to develop aspects of the Core Skill *Working with Others*.

National Unit Specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The following instruments of assessment are suggested:

Outcome 1	Practical Exercise
Outcome 2	Practical Exercises
Outcome 3	Extended response

Outcome 1 — Example of a Brief

Centres should agree programme briefs with candidates. While there is some industrial realism in providing candidates with programme briefs that must be followed without question, at this level it would be appropriate to allow the candidate input to the process.

For radio the programme format could be any live presentation. For example:

- ◆ a music programme
- ◆ a news bulletin
- ◆ a magazine programme

Two examples of a brief are outlined below

- 1 A 15 minute music programme to entertain a specified audience. The programme selected for the assessment may be for a radio station of the candidate's choice, with music of his/her own choosing to match the music policy of that station. Centres may choose to specify one station and format or offer candidates a limited choice.

A minimum three minutes of the programme should feature the candidate's voice.

Note — at this level presenting music programmes does not have to be a sophisticated activity. If the Unit is integrated with another Unit, for example F58D 11 *Media: Radio Music Programme Production* (SCQF level 5) the duration of the programme can be increased and the presentation can be more challenging.

- 2 A three minute radio news bulletin to inform a specified audience and station. The candidate should be provided with scripts, inserts, imaging and an audio bed for use during the presentation.

A minimum 90 seconds of the programme should feature the candidate's voice.

Outcome 2 — Example of a Brief

The television exercise would involve presenting a number of pieces to camera, for example three links for a magazine programme or three news scripts.

Time should be allowed for any necessary re-assessment.

National Unit Specification: support notes (cont)

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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).