



Unit Title	The TV industry
FHEQ Level	Level 4 / Term 1 and Term 2
Unit Code	DTP18106
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	45
Supervised access to resources	0	Preparation for Assessment	35
		Unsupervised Access to Resources	25
Total			150

Unit Description

The TV Industry unit is to contribute to your understanding of the television, media and creative industries and your place within it. The unit takes two approaches:

- A lecture series to give an overview of how the industry works
- An individual industry research project and you will research into a specialist area within the media industries.

The lecture series will cover:

- A historical context of industry development
- A socio-political perspective
- The effect of technological change
- The role of the Creative Industries within the UK and International market.
- New and traditional business models for content and programme production.
- Modes of employment (permanent, freelance, contract etc.)
- The role of entrepreneurship in the Creative Industries.

Alongside you will be encouraged to engage and debate issues such as:

- Intellectual property
- Environmental sustainability
- Health and safety
- Social representation

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

Lecture series

The unit will provide lectures, seminars and debates which cover these areas:

- Contemporary practice in the digital television, media and creative industries. This will include the different employment modes (freelance, contract or permanent) and the role of entrepreneurship in the industry.
- The effect of new technologies in changing the media industry in the past and potential effect in the future.
- The business of the media industries nationally and internationally and the role of intellectual property within the Creative Industries.
- An understanding of current industry practice and debates.
- UK economic debates and theories within the media sector.
- Approaches for gaining work placements and managing/maximising your placement experience.

Industry research skills

There will be general lectures and seminars on an approach to researching information in an industry context and report writing based on an analysis of this research:

- Techniques of mixed methods of research.
- Report writing.

Unit Aims

Encourage an understanding of current media industry practice and debates

Provide an understanding of different modes of employment and the role of entrepreneurship in the Creative Industries.

Give a basic knowledge of intellectual property within the Creative Industries

Develop confidence in producing industry research using a variety of mixed research methods.

Unit Learning Outcomes

LO 1 Research/Inspiration - Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

LO 7 Employability - Evidence nurturing professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

LO 8 Professional Identity - Evidence an emerging personal creative and professional identity

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Seminars
- Online activity
- Individual presentations and critiques
- Self-directed independent study
- Report writing

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%)
Individual report (1000 words) and research pack.	100%

Indicative Assessment Criteria

1. Ability to use mixed research methods and critical analysis tools to expand your knowledge about a specific subject area and the media industries in general (LO1).
2. Widened knowledge of the creative and media industries for potential employment and as an economic sector in the UK and internationally. (LO7)
3. Start the process of developing your own professional identity by an understanding of professional practice, entrepreneurial skill and the importance of key creative issues such as intellectual property. (LO8)

Essential Reading list

1. BBC. BBC Academy. Production site [Internet]. Available from: <http://www.bbc.co.uk/academy/production> . [Accessed 22/03/18].
2. Bignell, J. and Orlebar, J. (2011) *The Television Handbook* (4th Ed), London: Routledge.
3. Broadcast Magazine [Internet]. Available from: <http://www.broadcastnow.co.uk> [Accessed 22/03/18]
4. Brynjolfsson, Erik; and Andrew McAfee. (2012). *Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy*, Cambridge, MA: Digital Frontier Press.
5. Creative Skillset. *Creative Industries: TV*. [Internet]. Available from: http://creativeskillset.org/creative_industries/tv [Accessed 22/03/18].
6. Hesmondhalgh, David (2012) *The Cultural Industries*, London: Sage. Mayer, Vicki, Miranda Banks and John Caldwell (2009) *Production Studies: Cultural*
7. Holland, Patricia (2016) *The New Television Handbook (Media Practice)*. Routledge; 5 edition
8. Televisual. [Internet]. Available from: <http://www.televisual.com> [Accessed 22/03/18].