



Expressing Yourself Through Media

(FETAC Level 3 Media Expression 3N0792)

Course Description - Overview

This course aims to empower and enthuse learners to express themselves through broadcast media, including a practical introduction to the use of radio as a medium for expression and the importance of active engagement with media.

Learners will be able to:

- identify the various media outlets available to them and the barriers to media expression
- understand the various techniques and production approaches that are used by the media
- use recording and IT equipment for media expression
- work in teams to prepare and record a short radio programme
- explore how audiences are targeted and use media

Course Content/Specific Outcomes:

Learners will be able to :

- Identify a limited range of programme formats and production features
- Identify the audience segments targeted by familiar television or radio programmes to include differentiation by age and gender
- Describe alternative production elements, to include storyboards, programme running orders, voice-overs or presentation links, for familiar television or radio programmes
- Use a limited range of technical language appropriate to recording for radio or television production
- Use storyboards or programme running orders to describe short sequences or programme structures
- Prepare a short programme for radio or television, to include developing a production plan, identifying team members and roles, preparing storyboards or programme running orders and scripts.
- Use recording equipment correctly to make a short programme.
- Examine familiar television or radio programmes to include production methods and alternative ways of approaching their production
- Apply appropriate health, safety and personal hygiene procedures in television or radio production.
- Demonstrate the application of communications, team working and quality awareness in a television or radio production environment.

Duration, Time & Venue of the Course:

The course 30 hours made up of workshops and homework. The emphasis throughout is on practical skills for media expression, with participants producing a number of pieces that reflect their learning.

Start Date:

Venue:

Pre-Requisites:

This course is open to anybody, no specific prior knowledge is required. It is particularly suited to community radio contributors, transition year students, or members of community groups. It is also suited to those considering volunteering with Community Radio stations, those who wish to build their confidence in communicating, and those wishing to gain a basic understanding of how the media production process works.

How is the Course Assessed?

The course is assessed by Portfolio. This Portfolio, containing 5 pieces of work (as outlined in the assessment brief below) carried out during the course.

Award:

This course is a nationally accredited course leading to a QQI Level 3 Media Expression (Minor Award) on the National Framework of Qualifications.

Course Progression:

Following on from completion of the Level 3 in Media Expression learners may wish to complete the FETAC Level 4 in Community Radio and/or the Craol Short Course in Media Literacy.

Details of Training Provider:

The course is offered by CRAOL - The Community Radio Forum of Ireland and delivered locally by Community Radio Stations in your area.

Craol is a quality assured training provider registered with FETAC. See www.craol.ie for details.

Contact for more details:

Alan Byrne
Manager
Dundalk FM
Partnership Court
Park Street
Dundalk
Co Louth

alanbyrne@dundalkfm.com
086 792 5171

