



Module Definition Form (MDF)

Module code: MOD004231	Version: 3 Date Amended: 21/Oct/2025
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1. Module Title
Understanding the Audience

2a. Module Leader
Josh Newman

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	MA Film and Television Production		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This practical and theoretical module introduces you to the critical role of the audience in the conception and design of factual programming. Over the course of the trimester you will have an opportunity to take on every role of a live TV crew. You will make a variety of factual TV programmes in the studio for different specified audiences and will pitch and finally deliver an as-live TV show of their design to include pre-recorded elements. The practical elements of this module will be supported by a developing understanding of the term 'audience'. The module looks at successful models of programming (drawn from a range of TV shows, documentaries, video and broadcast campaigns), and how they address their intended audiences.

6b. Outline Content

- The role of the audience in programme conception and development
- Audience research
- The uses of research in factual programme design (audience, content, resources)
- TV Scheduling
- The contribution of programme content, design and tone to the 'effect' of a variety of factual programme types
- The assessment of the likelihood, and sources, of programmes' success and possible weaknesses in achieving stated communicative aims
- The design of indicative programme types for specified audiences
- Introduction to the workings of the TV Studio
- The extension of practical film making skills
- Mastering "the pitch"
- Defining and demonstrating production roles
- Team work and peer assessment

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Media Services

Box of Broadcast (BoB)

TV Studio

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Evaluate how and to what extent researched knowledge of audiences determines programme designs;
2	Knowledge and Understanding	Appraise examples of current TV programming in the light of audience theory;
3	Knowledge and Understanding	Present programme ideas as pitches in ways which demonstrate creativity underpinned by an understanding of audience;
4	Intellectual, practical, affective and transferrable skills	Demonstrate the ability to create programmes displaying technical, creative and innovative skills;
5	Intellectual, practical, affective and transferrable skills	Work effectively in a number of roles as a member or leader of production teams and make effective contributions at all times;
6	Intellectual, practical, affective and transferrable skills	Engage consistently and productively with creative ideas and creative people in complex and unpredictable circumstances.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	18	1-6	1.5 hrs x 12 weeks
Other teacher managed learning	29	1-6	Seminar/workshop 1.5 hrs x 12 weeks Individual tutorials 2 x 30 mins per trimester 2hrs x 5 weeks (TV Studio)
Student managed learning	253	1-6	Self-directed study or peer-managed learning activity and the ongoing development of visual work on weekly basis outside of taught sessions
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	3-6	70 (%)	Fine Grade	40 (%)
As-live TV Studio programme including 2 VTs and accompanying documentation (equivalent to 50 hours work). Students to adopt different roles.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1-2	30 (%)	Fine Grade	40 (%)
Individually assessed 15 minute Presentation					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]