

Unit 2: Communication Techniques for Creative Media Production

Aim and purpose

This unit aims to develop learners' communication skills in media production contexts. It covers oral and written, formal and informal communication using the formats, documentation and technologies needed to communicate effectively in the media sector.

Unit introduction

It is vital in all the media industries, where so much work is done in teams, that people are able to communicate effectively, passing on ideas and information to others and interpreting correctly what others say to them. This is equally important when working with and presenting ideas and information to a client. It is not only oral communication skills that are important; written communication is also seen as a marker of an individual's ability to maintain professional standards.

This unit focuses on the communication skills that are required within the media sector. It aims to develop the learner's ability to communicate effectively with others, both in group situations and on a one-to-one basis. Learners will think about how they represent themselves to others through communicating with them. Being professional involves ensuring that all written materials are well planned, concise and free from errors, are presented in the correct formats, and use the styles and conventions appropriate to the medium in which one is working.

Learning outcomes

On completion of this unit a learner should:

- 1 Be able to communicate about media production in discussions
- 2 Be able to present information and ideas orally to an audience
- 3 Be able to communicate information and ideas in written formats for media production.



Both of the MANDATORY units (1 and 2) will be taught alongside students' choice of practical units

(either Video Production OR Photography Techniques)