

MODULE SPECIFICATION FORM

Module Title: Advanced Specialist and Technical Skills	Level: 4	Credit Value: 30
--	----------	------------------

Module code: HUM427	Cost Centre: GAJM	JACS3 code: P500
---------------------	-------------------	------------------

Trimester(s) in which to be offered: 1, 2 & 3	With effect from: September 2014
---	----------------------------------

Office use only: To be completed by AQSU:	Date approved: July 2014 Date revised: - Version no: 1
---	--

New/ Existing: New	Title of module being replaced (if any): HUM423 Advanced professional and technical skills
--------------------	--

Originating Academic Department: Creative Industries	Module Leader: Janet Jones
--	----------------------------

Module duration (total hours): 300 Scheduled learning & teaching hours: 180 Independent study hours: 40 Placement hours: 80	Status: core/option/elective Core (identify programme where appropriate):
--	--

Programme(s) in which to be offered: Certificate of HE in Journalism	Pre-requisites per programme (between levels): None
---	--

Module Aims:

To provide students with the specialist, technical and professional journalism skills necessary to become flexible practitioners within a multimedia news environment. This will include learning Teeline shorthand to 100wpm and giving students specialist industry skills. This could be in areas such as:

- Sports journalism
- Video journalism for online
- Production journalism

This module will prepare students to sit the NCTJ shorthand exams and the NCTJ assessment for one of the Diploma in Journalism specialist journalism options.

Intended Learning Outcomes:

At the end of this module, students will be able to ...

1. Understand the processes of news production for news stories, features, packages or layouts within a specialist area of the news industry. (KS1)
2. Demonstrate professional and technical knowledge within a specialist area of journalism (KS2, KS4)
3. Identify the differing content and style of news stories, features, packages or layouts to attract and interest audiences within a specialist area of journalism. (K1)
4. Demonstrate the professional, technical and specialist skills to operate as a freelance journalist in a specialist area of the news industry (K2, K5, K4)
5. Operate in a professional, legal and ethical manner within a specialist area of journalism (K1, K3)
6. Respond effectively to a news/feature/broadcast brief during intense practical production periods.
7. Demonstrate practical and creative skills in adapting to the requirements of employers, consumers, sources and contributors within a specialist area of the news industry.

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self-management)
10. Numeracy

Assessment:

Assessment 1 - Produce a portfolio of news stories/features/packages/layout demonstrating journalistic ability within a specialist area of journalism plus a reflective analysis of the key professional, technical and specialist knowledge and skills.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-7	Portfolio	100%		Equivalent to 3,000 words

Learning and Teaching Strategies:

- Formal lectures covering key knowledge as outlined in the learning outcomes.
- Talks by outside experts in an appropriate area of journalism to the specialist topic
- Practical writing and reporting workshops where students will identify, assess, research and produce their own news reports/features/packages or layouts
- Supervised work placements where students will identify, assess, research and produce their own reports/features/packages or layouts in a real-life environment
- Regular reviews in the work place with a university tutor and workplace supervisor
- Tutorials to guide students through their progress in compiling their portfolios

This module also includes lectures, individual tuition and practical workshops to enable students to achieve a level and speed of Teeline shorthand in line with NCTJ guidance.

Syllabus outline:

Students will learn how to:

- Develop key journalism skills for a specialist area of the news industry.
- Identify appropriate audiences and content for a specialist area of the news industry.
- Build contacts appropriate to a specialist area of the news industry.
- Consider legal, regulatory and ethical issues when starting on the newsgathering or production process within a specialist area of journalism
- Conduct a structured interview relevant to a specialist area of journalism
- Report in a range of locations relevant to a specialist area of the news industry
- Build relevant specialist knowledge to operate within a journalism specialism
- Ensure the accuracy of work, writing or adapting stories to fill templated spaces or layouts, writing headlines, and engaging readers.

Bibliography:

Essential reading:

Cartwright M (2009) *Teeline Gold Standard for Journalists*. London: Heinemann
Teeline Gold Word List (1982) Heinemann
Andrews, P. (2014) *Sports Journalism: A Practical Introduction 2e*. London: Sage Publications

Indicative reading:

Hudson G. and Rowlands S (2007) *The Broadcast Journalism Handbook*. London: Pearson Longman
Marr A. (2004) *My Trade*. London: Pan Macmillan

Websites:

Why I Love Shorthand

<http://www.youtube.com/watch?v=6xLDT425og>

Musical Teeline

<http://musicalteeline.blogspot.co.uk/>