

MODULE SPECIFICATION PROFORMA

|                      |                       |               |   |                      |    |
|----------------------|-----------------------|---------------|---|----------------------|----|
| <b>Module Title:</b> | Multimedia Journalism | <b>Level:</b> | 5 | <b>Credit Value:</b> | 20 |
|----------------------|-----------------------|---------------|---|----------------------|----|

|                     |        |                              |    |                                       |     |
|---------------------|--------|------------------------------|----|---------------------------------------|-----|
| <b>Module code:</b> | HUM513 | <b>Is this a new module?</b> | No | <b>Code of module being replaced:</b> | N/A |
|---------------------|--------|------------------------------|----|---------------------------------------|-----|

|                        |      |                    |      |
|------------------------|------|--------------------|------|
| <b>Cost Centre(s):</b> | GAJM | <b>JACS3 code:</b> | P500 |
|------------------------|------|--------------------|------|

|                          |              |
|--------------------------|--------------|
| <b>With effect from:</b> | September 17 |
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|                |               |                       |             |
|----------------|---------------|-----------------------|-------------|
| <b>School:</b> | Creative Arts | <b>Module Leader:</b> | Jon Simcock |
|----------------|---------------|-----------------------|-------------|

|                                       |                |
|---------------------------------------|----------------|
| Scheduled learning and teaching hours | 60 hrs         |
| Guided independent study              | 140 hrs        |
| Placement                             | 0 hrs          |
| <b>Module duration (total hours)</b>  | <b>200 hrs</b> |

| <b>Programme(s) in which to be offered</b>       | Core                                | Option                   |
|--|-------------------------------------|--------------------------|
| BA (Hons) Journalism                             | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BA (Hons) Broadcasting, Media and Communications | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
|  | <input type="checkbox"/>            | <input type="checkbox"/> |

|                       |
|-----------------------|
| <b>Pre-requisites</b> |
| None                  |

Office use only

Initial approval: September 14

Date of revision: April 17

Have any derogations received LTQC approval?

Version: 2

Yes  No  N/A

**Module Aims**

To prepare learners for work in a multi-platform newsroom environment

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

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

Key Skills

|   |  |     |     |
|---|--|-----|-----|
| 1 | Demonstrate knowledge of the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation and consumption, and the potential for future change. |     |     |
|   |  | KS1 | KS4 |
|   |  |     |     |
| 2 | Engage with various forms of in-depth research for essays, projects, creative productions or dissertations involving sustained independent enquiry   |     |     |
|   |  | KS1 | KS2 |
|   |  | KS6 |     |
| 3 | Initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual, sound or other electronic media   | KS1 | KS3 |
|   |  | KS4 | KS5 |
|   |  |     |     |
| 4 | Demonstrate an advanced ability to work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity  | KS2 | KS3 |
|   |  | KS8 | KS9 |
|   |  |     |     |

Transferable skills and other attributes

**Derogations**

None

**Assessment:**

1. A 90-minute in-class test to complete an online news-writing exercise from an information brief.
2. A 1,500-word portfolio consisting of three pieces of original journalism plus a 1,000 word critical reflection about their work, including academic references and Harvard Referencing. The three pieces of original journalism will show an ability to incorporate a diverse range of multimedia techniques and platforms into their work, appropriate to the nature of the piece.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration (if exam) | Word count (or equivalent if appropriate) |
|-------------------|-----------------------------|--------------------|---------------|--------------------|---|
| 1                 | 1,4                         | In-class test      | 50            | 90mins             |   |
| 2                 | 2,3,4                       | Portfolio          | 50            |                    | 2,500                                     |

**Learning and Teaching Strategies:**

Formal lectures covering theories of online journalistic practice.  
Tutor-led practical seminars based on producing multimedia material.  
Support tutorials to consult on publishing across a range of media platforms.

**Syllabus outline:**

Newsgathering in a digital age and the verification of online resources  
The use of social media in news gathering  
An introduction to online media law and regulatory issues  
Practical workshop in breaking news online and updating news stories  
An introduction to blogging and techniques to develop your voice as a blogger  
A basic introduction to capturing video and audio files  
Bringing together all these elements to reflect the work of reporters in a multimedia newsroom

**Bibliography:**

**Essential reading**

Beckett, C. (2008) SuperMedia: Saving Journalism So It Can Save the World. Malden, MA: Willey  
Devereux, E. (2013) Understanding the Media. 3rd Edition. Los Angeles, California: Sage  
Mair, J. and Keeble, R. (2011) Face the future: tools for the modern media age : the internet and journalism today. Bury St Edmonds: Abramis  
Evans, H. & Crawford, G. (2000) Essential English for Journalists, Editors and Writers. Fully Revised Ed. London: Pimlico  
[BBC College of Journalism](#)  
[Media Guardian](#)

**Other indicative reading**

[Davies, N. \(2008\) Flat Earth News. Vintage](#)  
This should be available in Library, Edward Llwyd Building, Wrexham campus.  
[Hargreaves, I. \(2005\) Journalism A Very Short Introduction. Oxford](#)  
This should be available in Library, Edward Llwyd Building, Wrexham campus.  
[Marr, A. \(2004\) My Trade. Macmillan](#)  
This should be available in Library, Edward Llwyd Building, Wrexham campus.  
[Hold the Front Page](#)  
[Press Gazette](#)  
[Pulford, C. \(2001\) JournoLists, Ituri](#)  
This should be available in Library, Edward Llwyd Building, Wrexham campus.  
[Mike Ward, \(2002\) Journalism Online. Focal Press](#)  
This should be available in Library, Edward Llwyd Building, Wrexham campus.