

**MODULE SPECIFICATION FORM**

Module Title: <b>Multimedia Journalism</b>	Level: 5	Credit Value: 20
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Module code: HUM513	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 1	With effect from: September 2014
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<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2014
	Date revised: -
	Version no: 1

Existing/ New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Creative Industries	Module Leader: David Atkinson
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Module duration (total hours): 200	Status: core/option/elective Core (identify programme where appropriate):
Scheduled learning & teaching hours: 48	
Independent study hours: 152	
Placement hours: 0	

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels): None
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<b>Module Aims:</b> To prepare learners for work in a multi-platform newsroom environment.
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**Intended Learning Outcomes:**

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

1. Demonstrate a detailed 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)
4. Demonstrate an advanced ability to work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity (KS2, KS3, KS8)

**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

**Indicative assessments:**

- 1) A 90 minute in-class test to complete an online news-writing exercise from an information brief
- 2) A 1500 word online portfolio of original writing based on a real-life field exercise, plus a 500 word critical reflection about their work, including academic references and Harvard Referencing

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 3	In-class test	50%	90 minutes	
2	2, 4	Portfolio	50%		2000

### **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

Basics of video & audio journalism to craft multimedia content

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*. Oxford: Blackwell.

Devereux, E. (2013) *Understanding the Media*. London: Sage Publications Limited.

Evans, H.& Crawford, G. (2000), *Essential English for Journalists, Editors and Writers*. Fully Revised ed. London: Pimlico.

Mair, J. and Keeble, R. (2011), *The Internet and Journalism Today*. Bury St Edmonds: Abramis.

BBC College of Journalism website. Available at [www.bbc.co.uk/journalism](http://www.bbc.co.uk/journalism)

Media Guardian website. Available at [www.theguardian.com/media](http://www.theguardian.com/media)

Other indicative reading:

Davies, N. (2008) *Flat Earth News: An Award-winning Reporter Exposes Falsehood, Distortion and Propaganda in the Global Media*. London: Vintage.

Hargreaves, I. (2005) *Journalism A Very Short Introduction*. Oxford: Oxford University Press.

Marr, A. (2004), *My Trade: A Short History of British Journalism*. Basingstoke & Oxford: Macmillan.

Hold the Front Page website. Available at [www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk)

Press Gazette website. Available at [www.pressgazette.co.uk](http://www.pressgazette.co.uk)