

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Ground Floor Journalism	<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Module code:</b>	HUM412	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre(s):</b>	GAJM	<b>JACS3 code:</b>	P500
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<b>With effect from:</b>	September 17
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	Angela Ferguson
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Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

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

<b>Pre-requisites</b>

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 enable students to:

- Develop practical multi media journalistic skills and knowledge
- Develop the ability to deliver fact-based information through a range of news media
- Build generic skills in information research, evaluation and communication
- Become familiar with print and online production processes and structuring work within them, along with a basic understanding of producing broadcast journalism
- Produce a portfolio of written and one piece of broadcast journalism, including a minimum of one piece of news journalism, plus several other pieces of journalism chosen from a range of possible styles, including writing for print, writing for online, features, reviews and blogs

These skills will be defined and developed through practical journalism workshop sessions based on a range of real-life scenarios across different media platforms such as online, newspapers and magazines. In terms of real-life scenarios, students will be producing content for Glyndŵr University's online student magazine, Egwyl.

**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

At the end of this module, students will be able to		Key Skills	
1	Demonstrate an appreciation of how writing in a journalistic style differs to other writing styles	K1	
2	Understand the five key styles of basic journalism, namely news writing for print media such as newspapers, features, opinion, reviews and online news writing for the internet and social media	K1	
3		K1	K5

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	Apply ideas by writing a series of articles in differing journalistic styles from source material, along with one piece of broadcast journalism	K3	
		K4	
4	Produce a portfolio of accurate and balanced articles, and one piece of broadcast journalism, using the appropriate language of the media and using the techniques available to real-life reporters	K1	
		K5	
5	Appraise and review their own material in the context of current academic theory as referenced from a series of sources, concluding with actions for improvement in your own work	K9	
6	Understand the basic principles of producing pieces of broadcast journalism	K1	
		K4	
Transferable skills and other attributes			
This module will equip students with a range of transferable skills, in terms of researching news stories, interviewing people, producing multi-media content to a deadline, producing content for a public platform, ie Egwyl magazine.			

**Derogations**

None

**Assessment:**

The assessment for this module comprises a portfolio of pieces of written journalism, including a minimum of one news article and several from a choice of other journalistic styles, including writing for print, writing for online, features, reviews, opinion and blogs. There will be an option to produce one piece of broadcast journalism as part of this portfolio. There will also be an element of written critical analysis and reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-6	Portfolio	100		4000

**Learning and Teaching Strategies:**

The module will be delivered using a combination of lectures, seminars, practical workshop sessions, project supervision, individual tutorials and guided learning to support the lecture, seminar and workshop content. External speakers from the media industry will be used to add extra content and specialism to lectures.

**Syllabus outline:**

The module will cover the initial aspects of the news assessment, gathering, research and production process in the context of online, newspapers and magazine media platforms and broadcast journalism.

It will include:

- Generating and assessing ideas for editorial material
- Presenting ideas for editorial material
- Selecting the content and treatment of editorial material
- Agreeing the editorial brief
- Managing editorial assignments
- Identifying news angles
- Researching primary and secondary information
- Structuring a news story
- Producing and developing news items for print and online media and broadcast media.

Students will be given practical experience in shaping their research into impartial and informative material for a range of media.

**Bibliography:**

**Essential reading**

Hicks, W. (2008), *Writing for Journalists*. 2<sup>nd</sup> ed. London: Routledge.

**Other indicative reading**

Pulford, C. (2001), *JournoLISTS*. Banbury: Ituri.

Randall, D. (2011), *The Universal Journalist*. 4<sup>th</sup> ed. London: Pluto Press.

Hudson, G. and Rowlands, S. (2012), *The Broadcast Journalism Handbook*. 2nd ed. Harlow: Pearson Education

<http://www.bbc.co.uk/academy/journalism>

[www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk)

[www.newsrewired.com](http://www.newsrewired.com)

[www.theguardian.com/media](http://www.theguardian.com/media)

[www.journalism.co.uk](http://www.journalism.co.uk)