

## MODULE SPECIFICATION FORM

Module Title: <b>Ground Floor Journalism</b>	Level: 4	Credit Value: 20
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Module code: HUM412	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: Date revised: Version no:
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Creative Industries	Module Leader: Angela Ferguson
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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):
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### **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
- Produce a portfolio of 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.

### **Intended Learning Outcomes:**

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

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. Apply ideas by writing a series of articles in differing journalistic styles from source material (K1, K5)
4. Produce a portfolio of accurate and balanced articles 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)

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:**

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 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	1-5	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.

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.

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.

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

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

Other indicative reading:

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