# PRIFYSGOL glyndŵr UNIVERSITY

## MODULE SPECIFICATION FORM

| Module Title:    Practical Journalism | Level:    4 | Credit Value:    30 |
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| Module code:    HUM426 | Cost Centre:    GAJM | JACS3 code:    P500 |
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| Trimester(s) in which to be offered: | 1, 2 & 3 | With effect from:    September 2014 |
|---|---|---|

| New/ Existing:    New | Title of module being replaced (if any): | HUM422 Journalistic Practices |
|---|---|---|

| Originating Academic Department: | Creative Industries | Module Leader: | Janet Jones |
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| Module duration (total hours): | 300 | Status: core/option/elective (identify programme where appropriate): | Core |
|---|---|---|---|
| Scheduled learning & teaching hours: | 120 | | |
| Independent study hours: 100 hours | 100 | | |
| Placement hours: | 80 | | |

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

To provide students with the news gathering, researching, interviewing and writing skills necessary for employment in a multi-platform newsroom or to operate as a versatile freelance journalist. This module will prepare students to meet the requirements of the NCTJ Reporting exam and the NCTJ E-Portfolio assessment.

**Intended Learning Outcomes:**

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

1. Use applied research techniques and appropriate interview skills to identify, source and select important, relevant and newsworthy facts from written and verbal sources. (KS1, KS4)
2. Produce news stories and features with appropriate intros, content and quotes to attract and interest the audience on various platforms suitable for a converged newsroom. The reports must be legally safe and adhere to industry codes of practice and/or guidelines (KS1, KS3)
3. Use techniques, tools and software including social media, reader polls, message boards, forums, reader comments to develop stories and a dialogue with readers, viewers and listeners (KS1, KS3)
4. Identify appropriate picture, online video opportunities and other digital publication ideas (KS1, KS3, KS4)
5. Produce material to a specified length within deadline (KS1, KS2)
6. Operate in a professional, legal and ethical manner (KS6)

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**

Ten published news /features/video/audio reports plus a reflective analysis on each detailing the professional, legal and ethical requirements needed to produce them.

| 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% | | 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 editorial, advertising, circulation and new media
- Practical writing and reporting workshops where students will identify, assess, research and produce their own news reports
- Supervised work placements where students will identify, assess, research and produce their own news articles 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

**Syllabus outline:**

Students will learn how to:

- Define news, how to recognise what constitutes news for a given audience, and how to identify reliable sources of news that will interest a given readership.
- Build contacts in the real world and source, identify and research real news through a programme of regular reporting work on placement.
- Consider legal, regulatory and ethical issues when starting on the newsgathering process.
- Research effectively online recognising the use (and abuse) of the internet and the dangers of over-reliance on internet sources, plagiarism, spotting unreliable sources, and the need to double-check information found online.
- Conduct a structured interview in a classroom situation and in real-world situations through newsroom placements.
- Conduct effective interviews face-to-face, by phone and email and in a wide range of situations. This will include asking key questions to ensure they understand the full picture, gather effective quotes and get the quotes they need.
- Write and create clear, vigorous, accurate and balanced news stories in a form that will attract and interest the reader, viewer or listener. They will study the language to use, the inverted triangle structure of writing news stories, and the importance of attention-grabbing introductions. This will include avoiding bias and the use of attribution,
- Write and create material for the various platforms commonly in use throughout the UK.

- Consider any legal, regulatory or ethical issues that potentially could arise from their article.
- Report in a range of locations including press conferences, from courts and councils, tribunals and inquiries, and family and community events.
- Write and create a range of features, including content from interviews, reviews and diary columns.
- Understand the different ways people consume news on various platforms.
- How to set up a dialogue with readers, listeners and viewers and the platforms and techniques to foster this interaction.
- Ensure the accuracy of work, writing stories to fill templated spaces and to specified lengths, writing headlines, and engaging readers.

**Bibliography:**

Essential reading:
Smith, J. (2007) *Essential Reporting.* London: Sage

Indicative reading:
Bradshaw, P. Morrish, J. (2012) *Magazine Editing in Print and Online.* Abingdon: Routledge
John Mair & Richard Lance Keeble (2011) *The Internet and Journalism Today.* Bury St Edmunds: Abramis
Davies, N. (2008) *Flat Earth News.* London: Vintage
**Evans, H. (2011) *Good Times Bad Times.* London:** Bedford Square Books
Ibbotson, T. Rudin, R. (2013*) An Introduction to Journalism.* Oxford: Focal Press
Evans, H. (2000) *Essential English for Journalists, Editors and Writers.* London: Pimlico

Websites:
Media Guardian daily news & weekly podcast
www.guardian.co.uk/media
Press Gazette
www.pressgazette.co.uk
news:rewired
www.newsrewired.com
BBC College of Journalism
www.bbc.co.uk/journalism
Radio 4 The Media show
www.bbc.co.uk/programmes/b00dv9hq
Hold the Front Page
www.holdthefrontpage.co.uk
Journalism.co.uk
http://www.journalism.co.uk/