

MODULE SPECIFICATION FORM

Module Title: The Media Business 2	Level: 5	Credit Value: 20
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Module code: HUM541	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 2	With effect from: September 2014
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Office use only: 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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Module Aims: To appreciate the fast-changing nature of the business of the media and demonstrate the learners' readiness for future change through practical work.
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Intended Learning Outcomes:

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

1. Demonstrate a detailed understanding of the economic forces that frame the media, cultural and creative industries, and the role of such industries in specific areas of contemporary political and cultural life, and the potential for future change (KS1, KS2, KS4)
2. Evaluate and draw upon the range of sources in appropriate academic depth and the conceptual frameworks appropriate to research in the chosen area (KS3, KS5, KS6)
3. Produce portfolio work which demonstrates a skilled understanding of media forms and structures, audiences and specific communication registers (KS1, KS4, KS6)
4. Demonstrate an advanced ability to retrieve and generate information, and evaluate sources, in carrying out independent research then organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms (KS1, KS3)
5. Critically review their own work in the context of current academic theory as referenced from a series of sources, concluding with actions for improvement in their own work, and including a bibliography with Harvard Referencing (KS1, KS5)

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 five-minute presentation based on a field exercise, finding their own angle on the story to develop
2. 2) A 2,500-word online portfolio of original writing, making use of the techniques available to journalists working in the multimedia environment, plus a 1,000-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, 2	Presentation and essay	50%		5 minutes and 1000 words
2	3, 4, 5	Portfolio	50%		2500

Learning and Teaching Strategies:

- Formal lectures covering dynamics of the media industry
- Tutor-led practical seminars based on producing multimedia material
- Support tutorials to consult on publishing for presentations and portfolios

Syllabus outline:

An introduction to structural industry change and consideration of new publishing platforms
Explore different types of contracts and job roles within the changing media environment
An introduction to going freelance, considering the practical, ethical and career elements of the choice
Revision of presentation skills to prepare an assessed piece of work based on a field exercise
Sourcing case-study interviews to compile a multimedia portfolio of work based on real-life examples

Bibliography:

Essential reading:

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.
Hargreaves, I. (2005) *Journalism A Very Short Introduction*. Oxford: Oxford University Press
Hill, S. & Lashmar, P. (2013) *Online Journalism: The Essential Guide*. London: Sage Publications Limited.
Pulford, C. (2009), *Byliners: 101 Ways to be a Freelance Journalist*. Northants: Ituri Publications.

Media Guardian website. Available at www.theguardian.com/media

Other indicative reading:

BBC College of Journalism website. Available at www.bbc.co.uk/journalism
Hold the Front Page website. Available at www.holdthefrontpage.co.uk
Press Gazette website. Available at www.pressgazette.co.uk