![University of the West of England, Bristol logo]

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Multimedia Journalism 2					
Module Code	UACAK8-30-M	Level	M	Version	1.1	
Owning Faculty	ACE		Field	CMS		
Contributes towards	MA Journalism					
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project	
Pre-requisites			Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	N/A		
Valid From	September 2013		Valid to	September 2019		

CAP Approval Date	24 JUNE 2013

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Fluently apply the practical skills required in a specialised multimedia news environment (Component A). 2. Develop and apply knowledge & understanding of multimedia production techniques and practices across multiple news platforms (Component A). 3. Be able to effectively evaluate multimedia news presentation and output and apply tools and methods to problem solving (Component A). 4. Operate effectively in a professional multimedia news environment as a group member and a group leader (Component A).
Syllabus Outline	Indicative sessions will include: A number of "live" news days that will allow the student to experience operating in a professional multimedia newsroom environment, prioritising the news agenda, researching, monitoring, gathering and producing news for radio, tv and online. Technical, editorial and design workshops which will enable the student to learn and apply new skills using news scenarios and simulations, as well as attend seminars and discussions to review, evaluate and critique the team's news output. **News days** will provide students with the opportunity to experience and practice: - **Multimedia newsroom roles** – operating as editors, subs, and reporters in their news teams - **News workflow and processes** – experiencing typical news processes including recording, editing, formatting, presenting and broadcasting and/or publishing their news stories in a multimedia environment, as well as typical

	news workflows involving drafting, sub editing, running checks and updating stories. - **The schedule of a typical news day –** from morning editorial meetings to deciding and prioritising the news agenda, to assigning stories, newsgathering, news production and broadcast and publication. - **Producing news in the live environment -** all multimedia news items produced on the course will feature on the University's Student News Website, News Twitter account and News Facebook Page. **Workshops** in technical, design and editorial best practice will cover: - Content Production & Publishing Systems - Writing & proof reading skills for news, breaking news, news blogs and social media news - Video journalism - Audio journalism - Image production for news Social media and user generated content
Contact Hours/Scheduled Hours	• Students can expect a total of **84** hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, lectures, seminars and news days. • Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means.
Teaching and Learning Methods	The method of teaching will be: **Scheduled learning**: • Technical, design and editorial workshops – students will receive demonstration and supervision by experts in various multimedia production skills. • News days – operating within the context of a professional multimedia newsroom students will apply their skills during a number of "live" news days and will receive coaching and feedback on immediate and specific production tasks • Spacing – students will be given the opportunity to practice and develop their skills over several news day sessions rotating positions. • Feedback & discussion – the outputs from each session will be reviewed and observed by peers and tutors, evaluated and appraised during editorial meetings • Seminars will provide reflection, debate and discussion on the groups news output **Independent learning**: • Students will be required to meet in their production teams outside of class time for pre-production preparation • Students will be required to travel within Bristol and area for production purposes. • Students will need to spend time reading, viewing and listening to the specific genres and platforms they are working on. • Students will be required to use the multimedia labs in their own time for post production purposes • Students will be required to spend time reading set texts

Key Information Sets Information	**Key Information Set - Module data**					
	Number of credits for this module				30	
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
	300	84	216	0	300	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module

Total assessment of the module:				
Portfolio			100%	
			0%	
			100%	
description:				

Reading Strategy	<u>Essential reading</u> may be supplied as printed copies or made available electronically via Blackboard. Essential reading may include not just specific articles but set text books. In addition, students will expected to undertake <u>further reading and viewing</u> from a list of texts and resources chosen especially to support the module, listed in the Handbook and revised annually, or from topical items identified during the run of the module. These will help develop students understanding of the key topics and we will recommend they explore a selection in whole or in part. Most resources should be available in the campus library or electronically via the web but exceptionally they may not be and this will be indicated in the Module Handbook. Formal opportunities for students to develop their library <u>access and information skills</u> will be provided within the induction period and via the GDP. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.
Indicative Reading List	Bradshaw, P. and Rohumaa, L. (2011) *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age.* Harlow: Longman. Bull, A. (2010) *Multimedia Journalism: a Practical Guide.* London: Routledge. Hanna, M. and Dodd, M. (2012) *McNae's Essential Law for Journalists.* 21st ed. Oxford: Oxford University Press. Harcup, T. (2009) *Journalism: Principles and Practice.* London: Sage. Jones, J. and Salter, L. (2012) *Digital Journalism.* London: Sage. Leverton, M. (2010) *How to work as a Freelance Journalist.* Oxford: How to Books Ltd. www.journalism.co.uk http://www.bbc.co.uk/journalism/

Part 3: Assessment

Assessment Strategy	Assessment will be based on a portfolio of multimedia work which includes:

	Indicative items:
First Sit	A multiplatform news story (ie the same story produced and reversioned for two platforms either TV and Online, or Radio and Online). An extended online news story or special report with multimedia A blog and social media output (News Tweets, Facebook posts) Students will take part in news days where their contributions as independent journalists and team members will be peer and tutor assessed while they operate in different newsroom roles. Indicative items: Tutor observation reports Peer observation reports Self evaluation report (a reflective document that considers the whole process from development through production and the extent to which the final portfolio meets the students' hopes and expectations. Its strength will be in the ability for the student to recognise his/her own weaknesses as well as strengths and clearly identify the criteria from which they are making these judgements.) Students will be advised on the importance of attendance in the module and their attendance and engagement with tasks will be directly assessed. Attendance is indirectly assessed on this module as it is a vital skill to measure and reinforce in the area of professional conduct.

Assessment Criteria	Relating to Learning Outcomes	Source of Evidence
Fluent in the practical skills required in a complex, unpredictable and specialised multimedia news environment	1	Multimedia news items Tutor observation Peer observation Editorial meetings
Able to apply knowledge & understanding of multimedia production techniques and practices across multiple news platforms and outlets	2	Multimedia news items Editorial Meetings Tutor Observation Peer Observation
Effectively evaluate multimedia news presentation and output and apply tools and methods to problem solving	3	Multimedia news items Editorial Meetings Self evaluation
Acquire key transferable skills to be able to operate effectively in a professional multimedia news environment	4	Tutor Observation Peer Observation Self evaluation Editorial Meetings
Attendance at all core teaching activities	1, 2, 3, 4	Attendance record

Identify final assessment component and element	Portfolio of multimedia news items, **A**		
		A:	**B**:
% weighting between components A and B (Standard modules only)		**100%**	

First Sit

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Portfolio of multimedia news items and self-evaluation report	100%
2.(etc)	
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio of multimedia news items and self evaluation report	100%
2.(etc)	
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	