

## CORPORATE AND ACADEMIC SERVICES

### MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Journalism Production Project				
Module Code	UABA97-30-3	Level	3	Version	1.0
Owning Faculty	ACE	Field	Broadcast and Journalism		
Contributes towards	BA (Hons) Journalism, BA English and Journalism				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project
Pre-requisites			Co- requisites	n/a	
Excluded Combinations	n/a		Module Entry requirements	n/a	
Valid From	September 2014		Valid to	September 2020	

<b>CAP Approval Date</b>	11/2/14
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ol style="list-style-type: none"> <li>1. A high degree of autonomy as an independent media producer able to motivate themselves and produce work to deadlines (Component A);</li> <li>2. An awareness of appropriate production decisions and research for a specific project (Component A);</li> <li>3. A sophisticated understanding of the grammar and form of their chosen medium or media (Component A);</li> <li>4. An understanding of the importance of online journalism and an ability to produce a project with multiple platforms in mind.(Component A)</li> <li>5. An ability to critically engage with the debates and issues involved in a journalistic project (Component A);</li> <li>6. Critically analyse and evaluate a range of coherent relevant ideas, perspectives, theories and practices and comment on the strengths and weaknesses of the work (Component A).</li> </ol>

Syllabus Outline	<p>This module will enable students to develop existing skills and introduce them to new practices to enable them to produce to a high standard media project on a subject of their own choice.</p> <p>The content and approach will be developed in consultation with staff and from within the range of specialisms offered by the staff team. All projects, irrespective of their originating medium, will include multi-media elements.</p> <p>The module will assist students across different awards in developing their journalistic skills across platforms.</p> <p>By the end of the module students will have a portfolio of work demonstrating their ability to write to a brief, on a variety of topics and for various platforms. A reflective essay will allow students to demonstrate an understanding of the context of journalism .</p>																				
Contact Hours	The scheduled contact hours will be 3 hours a week over two terms or approximately 72 hours, encompassing all teaching activity outlined below.																				
Teaching and Learning Methods	<p><b>Scheduled learning</b> includes mini-lecture, seminar discussion as well as technical demonstration, instruction and supervised time spent on exercises and portfolio work.</p> <ul style="list-style-type: none"> <li>Students will be required to attend weekly sessions of 3 hours each across the semester. These sessions will be practice-orientated and may include seminar discussion on examples of topics raised, tutorials, practical exercises and supervised time to spend on portfolio work.</li> </ul> <p><b>Independent learning</b> includes hours engaged with essential reading, case study preparation, assignment preparation and completion.</p> <ul style="list-style-type: none"> <li>Students will spend time exploring reading in relation to the topics explored in the session.</li> <li>In addition to the supervised portfolio work, students will be required to produce entries for their portfolio outside of scheduled time.</li> </ul>																				
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="483 1615 1393 2002"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>300</td> <td>36</td> <td>264</td> <td>0</td> <td>300</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which</p>	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	36	264	0	300
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	<p>constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>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 description:</p> <table border="1" data-bbox="592 488 1284 719"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>100%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		100%		Practical exam assessment percentage		0%					100%
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Reading Strategy	<p><b>Essential reading:</b> any essential reading will be indicated clearly along with the method for accessing it. Essential reading may be supplied as printed copies or made available electronically via Blackboard if this can be done in line with relevant copyright legislation and UWE policy. Essential reading may include not just specific articles but set text books.</p> <p><b>Further reading:</b> in addition, students will expected to undertake further reading and viewing from a list of texts and resources. These will be chosen especially to support the module or from topical items identified during the run of the module as well as through their own research. These will help develop students' understanding of the key topics.</p> <p><b>Access and skills:</b> students will be directed to develop their library access and information skills and encouraged to draw on the support available through the Library Services, including interactive tutorials on finding books and journals, evaluating information and referencing.</p>																				
Indicative Reading List	<p>The following list is offered to provide the validation panels with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on readings and viewing will be constantly updated and made available to students via other more up to date sources.</p> <p>Adams, S. (2001) <i>Interviewing for Journalists</i>, Routledge.</p> <p>Bull, A. (2010) <i>Multimedia Journalism: A Practical Guide</i>, Routledge</p> <p>Dass, B. K. (2009) <i>Weblogs and Journalism in the 21<sup>st</sup> Century</i>, Sumit Enterprises</p> <p>Harcup, T. (2004) <i>Journalism: Principles and Practice</i>, Sage</p> <p>Leverton, M. (2010) <i>How to work as a Freelance Journalist</i>, How to Books Ltd.</p> <p>O'Neil, B. (2005) <i>When Reporters Cloud the Truth</i>, <i>British Journalism Review</i> 16(2) pp. 49-54</p> <p>Phillips, A. (2007) <i>Good writing for journalists: narrative, style, structure</i> London: Sage</p>																				

### Part 3: Assessment

#### Assessment Strategy

The summative assessment is as follows:

Component A, 1: Portfolio 100%

Students are required to submit a portfolio of work which will include the outcomes of set tasks through the module. These will be designed to enable students to develop and demonstrate, for the purposes of assessment, their acquisition of skills, knowledge, understanding and experience that will enable them to meet the learning outcomes for the module.

The portfolio will be presented in two parts. Part 1 is for print journalism and part 2 is for multiplatform journalism. They will also submit an evaluation (reflective essay) that covers both projects.

Examples of specific tasks to be included in the portfolio will be clearly defined in the Module Handbook. The portfolio may include:

- A print journalism project
- A multiplatform journalism project
- A 1500 word critical appraisal

These elements will enable students to develop and demonstrate for the purposes of assessment their acquisition of the skills, knowledge, understandings and experiences that will enable them to meet the learning outcomes for the module.

All assessment judgements refer back to the learning outcomes for the module.

<b>Assessment Criteria</b>	<b>Relating to Learning Outcomes</b>
1. Apply relevant skills to produce work(s) of journalistic significance in accordance with the brief.	1,2,3,4
2. Apply relevant skills to produce work(s) of an appropriate level of technical quality in accordance with the brief.	4
3. Demonstrate the ability to present, critically analyse and evaluate a range of coherent relevant ideas, perspectives, theories and practices and comment on the strengths and weaknesses of the work.	1,2,3,4,6
4. Demonstrate an ability to reference appropriate literature and utilise it in the development of analysis and discussion of ideas.	2, 3, 4,5,6
5. Demonstrate an ability to work individually and manage time and	1, 2,3

	resources to meet deadlines.	
	6. Apply appropriate language, as well as correct grammar and spelling and conforms to format and style requirements.	1,2,3,4,5,6

Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Portfolio of journalistic work	70	
2. Critical Appraisal Essay (1500 words)	30	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Portfolio of journalistic work	70	
2. Critical Appraisal Essay (1500 words)	30	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.		