



MODULE SPECIFICATION

Module Title	Online and Social Media		
Module Code	UABB4V-30-2	Level	2
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA (Hons) Media Production BA (Hons) Media Production (Journalism)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

This module will introduce you to the key concepts and professional skills required in journalism and digital media storytelling online and via social media. It will push you to develop both your conceptual and theoretical understanding of these processes, and your professional skills required in factual media storytelling and journalism in a detailed, precise and strategic way.

You will develop knowledge and understanding of multimedia production techniques, and apply the practical skills required in a digital multimedia news/production environment through workshops and newsroom/production room simulations.

Through lectures and seminars, you will also critically analyse the changing nature of journalism, the flows of information over networks, and the complex relationship to factual information that most audiences have and how the shift from traditional formats to online and social media will revolutionise the industry.

Part 3: Assessment

Assessment will be based on the production of a digital multimedia project and a piece of critical analysis, to make students ready for the world of digital journalism and media production.




Your project will involve the production of a piece of multimedia online journalism incorporating elements of video, audio, images and/or graphics along with a bespoke video created primarily to share on social media. You will be

assessed on your mastery of the technology, evidence of editorial judgement and understanding of the platforms and audience.

The essay will assess the student's understanding of the deeper issues and conversations taking place in academic research, public conversations and industry about digital platforms, changes to journalism, and the challenges of providing for an informed public and can examine the digital revolution and how this is changing the nature of journalism.

Its strength will be in the ability for you to recognise the challenges facing journalism, the strengths and weaknesses of journalism online and on social media and how these challenges can be overcome.

Identify final timetabled piece of assessment (component and element)	A1	
% weighting between components A and B (Standard modules only)	A:	B:
	100	0
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Project	75	
2. Critical reflection (1,500 words)	25	
Component B Description of each element	Element weighting (as % of component)	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Project	75	
2. Critical reflection (1,500 words)	25	
Component B Description of each element	Element weighting (as % of component)	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Develop and apply knowledge and understanding of online journalism techniques and practices (assessed through Component B1) 2. Originate and develop story ideas, drawing from digital sources, and understand what an audience online and on social media might expect (assessed through B1, B2) 	

	<ol style="list-style-type: none"> Understand changing industry requirements for journalism online and on social media (assessed through B1, B2) Critically evaluate the digital revolution in journalism and how this will change the industry (assessed through B2) Motivate themselves to produce work to a professional standard and meet deadlines (assessed through B1, B2) 																																				
Key Information Sets Information (KIS)	<table border="1"> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td>30</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Contact Hours</td> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td></td> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300 </td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	<i>Number of credits for this module</i>				30								Contact Hours	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		300	72	228	0	300 												
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td></td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td></td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td></td> <td>0%</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 List	<p>The reading list for this module is available at:</p> <p>https://uwe.rl.talis.com/index.html</p>																																				

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First Approval Date (and panel type)	24 March 2020		
Revision ASQC Approval Date	Version	1	

