



Module Specification

Online and Social Media

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Part 1: Information

Module title: Online and Social Media

Module code: UABB4V-30-2

Level: Level 5

For implementation from: 2022-23

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Broadcast and Journalism

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

These activities will be supported by an enhanced understanding of concepts such as the attention economy, irrational and compulsive media use, media abundance, media effects, selective exposure, affect, surveillance capitalism and misinformation/disinformation - drawn from current research.

Part 3: Teaching and learning methods

Teaching and learning methods: Through lectures and seminars, you will critically analyse the changing nature of informational flow over networks, the development of journalism from traditional formats to online and digital forms, the ongoing innovation of these forms, and the complex relationship to factual information that most audiences now have.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Develop and apply knowledge and understanding of online journalism techniques and practices.

MO2 Originate and develop story ideas, drawing from digital sources, and understand what an audience online and on social media might expect.

MO3 Understand changing industry requirements for journalism online and on social media.

MO4 Critically evaluate the digital revolution in journalism and how this will change the industry.

MO5 Motivate themselves to produce work to a professional standard and meet deadlines.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://rl.talis.com/3/uwe/lists/C39C97DD-C83D-8EBB-9A3A-5C70F45DB8C1.html?lang=en-US&login=1>

Part 4: Assessment

Assessment strategy: This module covers a lot of ground, and asks students to use the ongoing developments in current events as a prompt for the growth of their practical journalistic skills. In term 1, this is taught in a classroom, and in term 2 it is covered in a simulated newsroom, but both require a portfolio as a means of assessing a variety of different, original applications of new techniques and concepts.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio of online and social media tasks with embedded critical reflection.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component B (First Sit)

Description: Portfolio of online and social media tasks

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component A (Resit)

Description: Portfolio of online and social media tasks with embedded critical reflection.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component B (Resit)

Description:

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production (Journalism) {Foundation} [Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production {Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21