



### MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Factual Media: Video and TV		
<b>Module Code</b>	UABB4U-30-2	<b>Level</b>	2
<b>For implementation from</b>	September 2020		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	ACE	<b>Field</b>	Broadcast and Journalism
<b>Department</b>	Film and Journalism		
<b>Contributes towards</b>	BA (hons) Media Production BA (hons) Media Production (Journalism)		
<b>Module type:</b>	Standard		
<b>Pre-requisites</b>	None		
<b>Excluded Combinations</b>	None		
<b>Co-requisites</b>	None		
<b>Module Entry requirements</b>	None		

Part 2: Description
<p>This module enables students to develop a command of visual media in factual media storytelling. The module emphasises conventional forms of news and journalism, the use of mobile platforms in conjunction with social media, emerging formats such as virtual reality and 360° video and, most crucially, the ways that these can all be integrated in the context of a single story. The module will include lectures, technical workshops and conventional news days and professional simulations within UWE's newsroom facilities, which will be assessed both for attendance and for engagement.</p> <p>In addition to a broad, practical grasp of these varied storytelling techniques, the module also requires students to develop their critical understanding of the changing nature of visual storytelling and representation of real-world information and issues using visual means, historically, contemporarily and how things might be in future.</p>
Part 3: Assessment
<p>The assessment for this module prepares students to navigate a highly complex array of professional</p>

<p>contexts in which visual tools are used for factual reporting: a professional newsroom, where a high degree of platform convergence is almost certain to be in use, as well as freelance work, start-ups and professional, and the growing use of factual media-making using the moving image outside of the world of journalism.</p> <p>In Component A, students will produce a range of treatments for a single story, across a wide range of different media in a way that demonstrates not only how these media should be used, but how they should be combined.</p> <p>Students will also write a short critical appraisal to demonstrate how they have applied theory, research and strategic thinking to their work.</p> <p>In Component B, students will prepare a more in-depth critical essay on a subject related to the module, which will both develop further their writing and critical thinking, and demonstrate their learning in relation to the challenges posed by visual storytelling.</p>						
Identify final timetabled piece of assessment (component and element)		B1				
% weighting between components A and B (Standard modules only)		<table border="1"> <tr> <td><b>A:</b></td> <td><b>B:</b></td> </tr> <tr> <td><b>25</b></td> <td><b>75</b></td> </tr> </table>	<b>A:</b>	<b>B:</b>	<b>25</b>	<b>75</b>
<b>A:</b>	<b>B:</b>					
<b>25</b>	<b>75</b>					
<b>First Sit</b>						
<b>Component A (controlled conditions)</b> <b>Description of each element</b>		<b>Element weighting</b>				
1. Attendance and engagement in all assessed newsdays and professional simulations		100				
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b>				
1. Critical essay (2,000 words)		40				
2. Cross-platform story project portfolio		60				
<b>Resit (further attendance at taught classes is not required)</b>						
<b>Component A (controlled conditions)</b> <b>Description of each element</b>		<b>Element weighting</b>				
1. In-class test		100				
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b>				
1. Critical essay (2,000 words)		40				
2. Cross-platform story project portfolio		60				
<b>Part 4: Learning Outcomes &amp; KIS Data</b>						
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a critical understanding of various ways in which journalism and factual media are situated and practiced using visual media (assessed through components B1)</li> <li>2. Critically engage with current scholarly debates about journalism and factual media in visual form (assessed through B1 and B2).</li> <li>3. Demonstrate an ability to produce factual content in a strategic, creative way across a range of industry-standard and emerging platforms using</li> </ol>					



