Module Specification

Multimedia Journalism 1

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Contents

Part 1: Information

Module title: Multimedia Journalism 1

Module code: UABB6M-45-M

Level: Level 7

For implementation from: 2025-26

UWE credit rating: 45

ECTS credit rating: 22.5

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Broadcast and Journalism

Module type: Module

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 provides students the opportunity to operate as a multimedia journalist, putting into practice (and reflecting on) journalistic judgement, news sense and skills. It introduces students to legal, ethical, and regulatory frameworks and the practical outcome of their application.

Features: Not applicable

Educational aims: This module prioritises the School of Arts postgraduate attributes of Agility, Agency and Ambition. It has been designed with the following educational aims in mind:

Establishing students' industry-relevant multimedia broadcast skills, as well as develop professional production competences appropriate to multi-platform journalism.

Facilitating students to practise news reporting in a fully equipped multimedia newsroom; including working as part of a team; prioritising news agenda; researching, monitoring, news-gathering and producing news to deadline.

Supporting students' critical reflection on multimedia broadcast news practices, and introduce knowledge of relevant terminology, conventions and audience dynamics.

Establishing students' understanding of the UK legislative and judicial system.

Developing students' capacity to critically navigate the ethical principles, legal constraints, and changing industry standards that journalists observe.

Outline syllabus: The curriculum content of this module is designed to introduce students to the understanding and competencies required to recognise, substantiate, verify and produce news stories across multimedia platforms.

The UK legislative system as it applies to journalists and other media workers is explored, as are legal and normative concepts, such as human rights, privacy, and libel. Media accountability systems and regulatory frameworks and their role in the relationship between state, citizen and journalist are critically analysed.

The module embeds EDI principles by (a) ensuring diverse voices are included in all aspects of journalism, (b) making multimedia content accessible to all audiences, (c) reporting on sensitive issues with respect and understanding, and (d) understanding and applying laws that protect against discrimination and promote inclusivity.

The module embeds sustainability (aligning with the UN goals) by considering journalism's role and responsibilities to promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

The module supports students' digital literacy by enabling access to tuition on industry-standard software, recording and studio equipment.

Part 3: Teaching and learning methods

Teaching and learning methods: This module employs a variety of teaching and learning methods to foster a comprehensive understanding of the operations of a multimedia journalist. Teaching and learning methods are intended to develop agency, agility, and ambition, enabling students, on completion, to demonstrate practical competency, and an understanding of journalism's key role in issues of social, cultural, and political discourse. Learning types typically important to progress against the module learning outcomes include Acquisition; Collaboration; Practice; and Production, although aspects of Discussion and Investigation are also likely to be encountered.

Acquisition involves reading, visits to relevant external partners and institutions, participation in news days, and seminars designed to build knowledge. Collaboration is fostered through enabling students to work together in journalistic teams during news days, gaining industry insights into news production workflows. Practical learning is supported through workshops, designed to provide hands-on experience, and news days. Production focuses on the creation of individual and group journalistic products, and where students apply their learning during exams.

Investigation/Inquiry includes independent research, and collaborative research, driving students to explore and understand the broader context of their journalistic practice and the agency of partners, collaborators and other stakeholders. Discussion is facilitated via group debate and textual discussions, promoting critical thinking and feedback exchange.

These methods collectively aim to enhance students' technical and professional competencies, critical reflection, and contextual understanding, preparing them to practice as multimedia journalists.

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

MO1 Demonstrate a range of technical and professional competencies relevant to effective multimedia news production, including pre-production planning and risk assessment,

MO2 Critically reflect on multimedia broadcast news practices, applying appropriate terminology, understanding of audience dynamics, and the conventions of various production techniques.

MO3 Demonstrate a comprehensive understanding of UK media law and regulation and critically evaluate legal and normative concepts, as they apply to journalists and media workers.

MO4 Demonstrate a comprehensive understanding of public administration in the UK, and how to access institutional structures, contact key stakeholders, and use official documents to build stories.

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 342 hours

Face-to-face learning = 108 hours

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/C88A4B93-9C5A-CD37-2FDE-D169B4D6DA1A.html?lang=en-GB&login=1

Part 4: Assessment

Assessment strategy: Formative assessment during the delivery of this module will be available in a number of formats which may include: one-to-one meetings and

tutorials, group critique and peer review.

Summative assessment has been designed to map to the Module Learning Outcomes, with criterion and benchmark descriptors drawn from these directly.

Task 1, a Practical Skills Assessment, evidences the students' ability to demonstrate a range of technical and professional competencies relevant to effective multimedia news production, including pre-production planning and risk assessment. Further details on format and guidance are specified in the assessment brief.

Task 2 requires a Portfolio submission; a comprehensive collection of work that showcases the students' application of, and critical reflection on, multimedia broadcast news practices. Students will apply appropriate terminology, understanding of audience dynamics, and the conventions of various production techniques. The Portfolio will contain diverse elements, indicative examples of which might include: news stories professionally gathered from a range of sources and produced for digital and broadcast platforms, and workbooks to demonstrate journalistic record-keeping and critical reflection of practice. These elements will be specified in the assessment brief.

Task 3, an Examination, is designed to effectively assess students' understanding of UK media law and regulation. They will critically evaluate legal and normative concepts and define how these apply to journalists and media workers.

The personal, reflective, and creative character of the assessment task will help ensure students do not commit an intentional or unintentional assessment offence, including plagiarism.

Assessment tasks:

Practical Skills Assessment (First Sit)
Description: Attendance and contribution during news days, working as part of a team to replicate a professional newsroom environment and its output.
Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Portfolio (First Sit)

Description: News Portfolio

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4

Examination (First Sit)

Description: An open-book individual online examination of up to three hours,

available to complete for 24 hours.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3

Practical Skills Assessment (Resit)

Description: Attendance and contribution during news days, working as part of a

team to replicate a professional newsroom environment and its output.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Portfolio (Resit)

Description: News Portfolio

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4

Examination (Resit)

Description: An open-book individual online examination of up to three hours, available to complete for 24 hours.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Journalism [Bower] MA 2025-26