Module Specification

Specialist Media

Version: 2027-28, v1.0, Approved

Contents

Part 1: Information

Module title: Specialist Media

Module code: UABB9K-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

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: Building upon content creation skills acquired in previous modules, this module will introduce students to specialist fields of media production across a range of platforms (print, video and podcasting). It will enable them to develop the skills needed to produce a variety of long form features as well as build up expertise in a specialist area, such as sport, music, fashion, travel, business or the environment.

Features: Not applicable

Educational aims: The module will focus on developing students' research, interviewing, writing, storytelling and pitching skills across a range of media markets, including print, online and podcasting within the context of specialist media.

Outline syllabus: Students will be expected to engage with a range of feature forms, including profiles, colour pieces, news features, investigative stories, issues-based features, lifestyle pieces, think pieces, columns and reviews.

The purpose of this module is to allow students develop their interests in a particular of specialist media content. Themes we will be exploring include:

- Multimedia/multi-platform journalism and content production
- Specialist media – sport, music, fashion, travel, business and the environment.

Students will build a portfolio of original work during the module both for assessment purposes and to show to potential employers. Students will also be encouraged to pitch ideas to appropriate professional publications and platforms as a result of the knowledge gained through the module.

Part 3: Teaching and learning methods

Teaching and learning methods: A mix of lectures and practical workshops, focusing on craft, editorial and technical skills.

Students will receive formative feedback in workshop sessions. They will be expected to show initiative, be self-motivated, and be committed to developing a professional standard of practice. They must be able to work effectively, both independently and in teams to support each other's learning and development.

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

MO1 Originate and develop story ideas for a specialist online audience.

MO2 Carry out focused research and interviews using a wide range of methods, databases and sources within accepted legal and ethical constraints.

MO3 Apply compelling multimedia storytelling techniques across a range of digital formats.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 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/45E425CE-16E6-9D6B-6680-BDC70D8CC1D2.html?lang=en-GB&login=1

Part 4: Assessment

Assessment strategy: The purpose of this assessment strategy is to allow students an opportunity to develop their skills in specialist areas of content production.

Formative feedback will be given in workshops though a mix of peer and tutor feedback.

Regular workshop sessions will help students to produce an extended project in a specialist area of their own choosing. The project must be multimedia in nature and contain a mix of print, photography, video, audio and graphics.

The resit assessment will match the first-sit.

Assessment tasks:

Project (First Sit)
Description: Extended project work
Weighting: 100 %
Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Project (Resit)

Description: Extended project work

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production [Bower] BA (Hons) 2025-26