



University of the
West of England

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Journalism Fieldwork				
Module Code	UACAKA-30-1	Level	1	Version	1
Owning Faculty	ACE	Field	CMS		
Contributes towards	BA (Hons) Journalism BA (Hons) Journalism and Public Relations				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Standard
Pre-requisites	Newsgathering UACALG-30-1		Co- requisites	None	
Excluded Combinations			Module Entry requirements	N/A	
Valid From	Sept 2012		Valid to	Sept 2018	

CAP Approval Date	June 1 st , 2012
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will:</p> <ul style="list-style-type: none"> • Understand appropriate interviewing and research skills to prepare feature articles (assessed through Component A1). • Deconstruct and reproduce professional feature writing style (assessed through Component A1) • Deconstruct and reproduce press releases (assessed through component A1) • Understand the significance of layout and illustration in communicating feature stories to varied audiences; (assessed through Component A1) • Have acquired intermediate skills in the use of relevant journalistic production software. (assessed through Component A1);. • Understand the basics of UK media law and regulation and the structure of British central and local government. (assessed through component A2) • Understand the legal and ethical constraints on the Public Relations Profession. (Assessed through component A2) • Display a professional attitude towards learning (Assessed through component B)
Syllabus Outline	<p>Indicative Lecture Series</p> <ul style="list-style-type: none"> • Bristol The city's social, political and industrial sectors • Understanding your 'patch' • Web-based research

	<ul style="list-style-type: none"> • Library research • Feature writing • Writing press releases • Illustrating articles • Preparing for profile writing • Interviewing skills • Regulation of the media • The law and journalism • The Criminal Justice system • The court system • Social issues and media representations • Journalistic production • Content Management Systems • Using Audio equipment • Photo shop • Adobe Premier Elements
<p>Contact Hours/Scheduled Hours</p>	<ul style="list-style-type: none"> • 2 hour lecture • 1 hour seminar • 2 hour workshop • 1 hour technical training session <p>Access to personal tutorial time Total 6 hours week or 72 across the module</p>
<p>Teaching and Learning Methods</p>	<p>The module will be taught through a series of lectures, seminars and practical workshops. Topics raised in lectures will be examined through discussion and presentations in seminars, or developed as practical exercises in workshop.</p> <p>The workshops will focus on practical activities designed to help students develop ideas, learn about journalistic research, data-gathering; writing, editing, and illustrating copy for publication, and the problems associated with writing for different contexts,</p> <p>There will be instruction session in the use of industry standard software.</p> <p>Students will also be required to engage in the equivalent of 8 hours independent learning each week - reading, field research, preparing and completing assignments etc.</p>
<p>Reading Strategy</p>	<p>Core (essential) reading is required for this module and will be indicated from the outset in the module handbook via the module information on MyUWE or by the module tutors. Additional core readings that facilitate exercises and stimulate discussion (and are brief) may be clearly identified during the run of the module, e.g., a topical news article. Students will be given clear guidance on how to access these readings. Digital access will be the preferred option. Further reading is advisable for this module and students are encouraged to explore additional texts held in the library. These include a wide variety of print and online resources. The Library Service's web pages provide access to subject relevant resources and services, and to the library catalogue. A current list of indicative titles of relevance to the module is given in the module handbook and revised annually. Guidance will be provided about how to access further reading and how students can identify relevant sources for themselves. To support students' development of information literacy skills, academic staff and the subject librarian will regularly review provision and support in line with current reading strategies.</p>
<p>Indicative Reading List</p>	<p>Banks, D. and Hanna, M. (2012) <i>McNae's Essential Law for Journalists</i>. 21st ed. Oxford: Oxford University Press.</p> <p>Brooke, H. (2007) <i>Your Right to Know: a Citizen's Guide to the Freedom of Information Act</i>. 2nd ed. London: Pluto Press.</p>

	<p>Evans, H. (1997) <i>Pictures on a Page</i>. London: Pimlico.</p> <p>Fleming, C. Hemingway, E. Moore, G. and Welford, D. (2005) <i>An Introduction to Journalism</i>. London: Sage.</p> <p>Foster, J. (2008) <i>Effective Writing Skills for Public Relations</i>. 3rd ed. London: Kogan Page.</p> <p>Frost, C. (2010) <i>Reporting for Journalists</i>. 2nd ed. London: Routledge.</p> <p>Harcup, T. (2009) <i>Journalism: Principles and Practice</i>. 2nd ed. London: Sage.</p> <p>Hicks, W., Adams, S., Gilbert, H. and Holmes, T. (2008) <i>Writing for Journalists</i>. 2nd ed. London: Routledge.</p> <p>Hicks, W. (2007) <i>English for Journalists</i>. 3rd ed. London: Routledge.</p> <p>McNair, B. (2009) <i>News and Journalism in the UK</i>. 5th ed. London: Routledge.</p> <p>Morrison, J. (2011) <i>Essential Public Affairs for Journalists</i>. Oxford: University Press.</p> <p>Pape, S. and Featherstone, S. (2005) <i>Newspaper Journalism: a Practical Introduction</i>. London: Sage.</p> <p>Phillips, A. (2010) <i>Good Writing for Journalists</i>. London: Sage.</p>
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Part 3: Assessment	
Assessment Strategy	<p>COMPONENT A1 Students will be required to compile a range of hyper-linked information about people, places and events on a wikisite, and produce a portfolio of journalistic output including a feature article laid out appropriately with illustrations in Adobe InDesign.</p> <p>They will also be required to keep a detailed Workbook which will be assessed as part of the portfolio, PORTFOLIO: 65%</p> <p>Assessment criteria for the Journalism Portfolio will include <i>inter alia</i></p> <ul style="list-style-type: none"> • Correct grammar, spelling and punctuation; • Appropriate use of language; • Appropriate headlines and illustrations; • Originality of content; • Evidence of appropriate research including interviews; • Proper records of reading, research, attendance, etc. • Evidence of completion of all assignments. <p>COMPONENT A2 They will also be required to pass an examination about civil society structures, the court and criminal justice system, including a short essay relating to current media law and regulation. EXAMINATION ASSESSMENT: 25%</p> <p>COMPONENT A3 Attendance records will be assessed in accordance with current university practice – 10%</p>

Identify final assessment component and element	Writing Portfolio and logbook A1	
% weighting between components A and B (Standard modules only)	A:	B:
	100	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Writing portfolio and logbook	65	
2. Examination (unseen, 1 ½ hrs)	25	
3. Attendance	10	
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. Writing Portfolio and logbook	70	
2. Examination (Unseen 2 hours)	30	
Component B Description of each element	Element weighting (as % of component)	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		