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| Module Title | Digital Journalism 1 |
| Programme(s)/Course | BA (Hons) Journalism |
| Level | 4 |
| Semester | 1 |
| Ref No: | |
| Credit Value | 20 |
| Student Study hours | Contact hours: 72 Student managed learning hours: 128 |
| Pre-requisite learning | None |
| Co-requisites | None |
| Excluded combinations | N/A |
| Module Coordinator [Name + e mail address] | Filotrani, Laura Jane filotral@lsbu.ac.uk |
| Parent Department | Creative Technologies |
| Parent Course | |
| JACS Code | |
| Description [100 words max] | The media industry expects fresh entrants to have practical competence in, and knowledge of, a range of digital skills, enabling a story to be told in a variety of mediums suitable for online publication. This module seeks to offer students an introduction to these skills. |
| Aims | The aims of this module are: to promote comprehension of the impact of the internet and social media on newsgathering and writing; to enable students to develop basic skills in creating and launching a website, writing for the web, uploading content online, visual thinking and using relevant digital tools to engage audiences online; to encourage cross year collaboration on content for the course site journalism.london (specifically by writing reviews). |
| Learning outcomes | <p>On successful completion of this module, students will demonstrate:</p> <p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Show an understanding of creating and launching an effective website • Demonstrate a knowledge of how to write and produce content for the web through writing reviews of events <p>Intellectual Skills:</p> <ul style="list-style-type: none"> • Explain the processes by which editorial content is framed for presentation • Analyse a variety of case studies and suggest what editorial judgements have been made and why <p>Practical Skills:</p> <ul style="list-style-type: none"> • Create effective journalistic content for the web on the student multisite lsbu.multimedia-journalists.co.uk and promotion of content via social media • Understand the fundamentals of the CMS WordPress – engaging with the basics of PHP, MS SQL, HTML and CSS |
| Employability | Business and entrepreneurial knowledge will equip students to handle the turbulent and seismic shifts in terms of technology, finance and globalization precipitated by digital journalism. |
| Teaching & Learning Pattern | <p>The module will be taught through a series of lectures and workshops - the tasks students will carry out in the workshops, will ensure they understand how a converged newsroom operates and the changing role of the journalist within it</p> <p>Students will develop practical skills in producing content for the web, creating an effective website on the multisite which the students will use as an online workbook for the duration of the degree – posting content for all modules both theory and practical.</p> <p>Student work (namely reviews) will be fed to Level 5 for publishing on the course website journalism.london</p> <p>Students will be introduced to the pressures of working live through live blogging exercises</p> <p>Students will also be asked explore the themes of the module through researching case studies, attending industry events and conferences.</p> <p>Guest lecturers will be invited into the lectures to expand on critical issues and discuss future</p> |

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| | employment trends. |
| Indicative content | <p>An examination of how technology has radically changed the way we receive and interact with news and current affairs and identifies what constitutes journalism in a global digital news culture.</p> <p>News customisation Interactive journalism Content management systems Writing reviews Live blogging</p> |
| Assessment method (Please give details – of components, weightings, sequence of components, final component) | <p><i>Formative</i> Formative assessments will be embedded in the delivery of teaching, providing students with the opportunity to receive feedback on their performance before the final summative deadlines. Students will be expected to complete formative skills exercises during the course of the year.</p> <p><i>Summative</i> WEBSITE: Students will be produce their own website using WordPress on the multisite platform http://www.lsbu-multimedia-journalists.co.uk and submit 3 reviews of events happening over the course of SEM 1. These reviews will be picked up by Level 5 for publication on journalism.london in Cross Platform journalism. Students will be assessed on how well their websites work and how effective their reviews are in demonstrating knowledge about writing for the web</p> <ul style="list-style-type: none"> • WEBSITE: 50% (final component) <p>ONLINE TEST: Covering creating a website/content online and basic WordPress coding</p> <ul style="list-style-type: none"> • ONLINE TEST: 30% <p>PROFESSIONAL CONDUCT: Students will be required to submit a workbook covering the content submitted for the Website including research, sources, issues and processes. Attendance and punctuality will also be assessed as part of the professional conduct element.</p> <ul style="list-style-type: none"> • PROFESSIONAL CONDUCT: 20% |
| Indicative Reading | <ul style="list-style-type: none"> • Brock, G (2013), <i>Out of Print</i>, Kogan Page • Brayfield, C (2008) <i>Arts Reviews: And How to Write Them</i> (Creative Essentials), Kamera Books • Bradshaw, P (2011) <i>The Online Journalism Handbook: Skills to survive and thrive in the digital age</i>, Routledge • Carroll, B (2014) <i>Writing and Editing for digital media</i> (2nd edition) Routledge • Gitner, S (2015) <i>Multimedia Storytelling for digital communications in a Multiplatform World</i>. Routledge • Ray, V ((2012) “News Storytelling in a Digital Landscape” in <i>Journalism: New Challenges</i>, Bournemouth Uni Centre for Journalism & Communication Research • Rich, C (2014) <i>Writing and Reporting News: a coaching method</i>, Cengage Learning • Smith, J (2007) <i>Essential Reporting: The NCTJ Guide for Trainee Journalists</i>, SAGE • Stephens, M (2014) <i>Beyond News: the future of journalism</i>, Columbia University Press • Thorsen, E (2012) “Live Blogging and Social Media Curation” in <i>Journalism: New Challenges</i>, Bournemouth Uni Centre for Journalism & Communication Research |
| Other Learning Resources | Moodle, newsroom wires, newspapers, habitual radio, television and online news consumption. |

MODULE STATEMENT