

Liverpool John Moores University

Title: Professional Writing
Status: Definitive
Code: **4104MEDCUL** (122127)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Rachel Broady	Y
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Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	2500 words portfolio: examples of different forms of media writing	70	
Reflection	AS2	1500 words reflection in response to the production of the portfolio	30	

Aims

- 1. To introduce students to the study of communication in a professional context.*
- 2. To assist students in developing the conceptual and critical language necessary*

for studying media and cultural practice.

3. *To enable students to critically reflect on their own media practice.*

4. *To examine the changing environment of professional media practice.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise twenty first century professional practice.
- 2 Employ a range of different communication strategies.
- 3 Critically reflect on their own media practice.
- 4 Recognise and understand professional, technical and formal choices on the production of news.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

2500 words portfolio	1	2
1500 words reflection	3	4

Outline Syllabus

Analyse and produce examples of news reporting; New media impact on professional practice; Examination of twenty first century journalism eg. podcast, new print media, online and citizen correspondence; Critical and creative engagement with styles and genres of new media journalism; Editing and style; Writing to meet a brief.

Learning Activities

Lectures, task based Workshops, reading based Seminars.

Notes

Understanding the range of media and cultural writing is vital to academic study across the programme and for encouraging students to take up work based learning opportunities. The module examines journalism in particular and considers professional practice and the development of the industry in response to new media and changing cultural determinants.