Liverpool John Moores University

Title: Content Generation
Status: Definitive
Code: **5017JOURN**   (117443)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	emplid	Leader
Steven Harrison		Y

Academic Level:	FHEQ5	**Credit Value:**	24.00	**Total Delivered Hours:**	96.00
Total Learning Hours:	240	**Private Study:**	144		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Workshop	72.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio of classroom based and self -study activities.	80.0	
Essay	Essay	Essay.	20.0	

Aims

To allow students to develop their advanced writing skills and formulate ways users can be encouraged to generate news-orientated content.

Learning Outcomes

After completing the module the student should be able to:

1   Evaluate different styles of feature writing and critically analyse the work of online and print professionals.

2   Choose the appropriate style of writing to fit a given brief for different platforms and purposes, including features, news backgrounds, columns/blogs, reviews and sports reports.

3   Review user generated content and explain how it can be effectively generated and deployed by news media

4   Employ user enthusiasm for celebrity and gossip to develop content from both users and journalists.

5   Develop and appraise ideas for story development.

6   Identify how user generated content can develop consumer interest and involvement.

7   Carry out in-depth journalism research interviews.

Learning Outcomes of Assessments

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

Port class based activities	1					
Essay	2	3	4	5	6	7

Outline Syllabus

Advanced news writing; news analysis and backgrounds; feature writing; personality profiles; advanced interview skills; reviewing columns; role of the specialist writer. History, cultural context and technology of user-generated material. Critique of how UGC is currently gathered and deployed. Professional practice of content moderation and issues of taste. decency and legality.

Learning Activities

Lecture, workshops and self-directed study.

References

Course Material	Book
Author	Adam S. and Hicks, W
Publishing Year	2009
Title	Interviewing for Journalists
Subtitle	
Edition	2nd Edition
Publisher	Routledge
ISBN	

Course Material	Book
Author	Andrews, P
Publishing Year	2005
Title	Sports Journalism
Subtitle	A Practical Introduction
Edition	
Publisher	Sage
ISBN	

Course Material	Book
Author	Gillmore D.
Publishing Year	2006
Title	We The Media
Subtitle	
Edition	
Publisher	London:O'Reilly Media
ISBN	

Course Material	Book
Author	Hennessy, B.
Publishing Year	2005
Title	Writing Feature Articles
Subtitle	
Edition	4th Edition
Publisher	Harlow: Focal Press
ISBN	

Course Material	Book
Author	Keen, A.
Publishing Year	2007
Title	Cult of the Amateur
Subtitle	
Edition	
Publisher	London: Doubleday
ISBN	

Course Material	Book
Author	Pape, S and Featherstone, S
Publishing Year	2006
Title	Feature Writing
Subtitle	A Practical Introduction
Edition	
Publisher	London: Sage
ISBN	

Notes

Students will develop their practical skills from the first year with an introduction to advanced writing, (features, reviews, profiles and sport) and news writing for various media. Students will examine the news that comes from users, within the context of more news coming from this source, and explore how this affects the news agenda and issues that arise from it. It will also examine how celebrity and gossip are important components of today's media.