Online Journalism Production

Module Information

2022.01, Approved

Summary Information

Module Code	5032JOURN
Formal Module Title	Online Journalism Production
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	60

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1. To build on and develop students' previous production and writing skills to produce and present online news content.2. To allow students to develop some advanced writing skills and formulate ways users can be encouraged to generate news-orientated content.3. To work as a team in a live newsroom environment, covering stories in real-time

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate a knowledge of online production processes including industry standard content management systems (CMS).
MLO2	2	Edit copy accurately and write effective web headlines under pressure of deadlines
MLO3	3	Research, evaluate and edit appropriate images and use them with copy to maximum advantage.
MLO4	4	Understand how to apply the principles of Search Engine Optimisation (SEO) to content where appropriate.
MLO5	5	Demonstrate an understanding of the importance of user generated content and interactivity with users.

Module Content

Outline Syllabus	Web site production. Students will work as news teams and individually to learn how to write for the web and produce web content, including online text editing and headline writing. Introduction to advanced news writing - news analysis and backgrounders; reviewing; columns/blogs. Critique of how UGC is currently gathered and deployed. Professional practice of content moderation and issues of taste. decency and legality.
Module Overview	In this module you will learn how to prepare your journalism for the web and apply your understanding to a real-world environment. You will build and develop your previous production writing skills to produce and present online news content, working as a team in a live newsroom environment and covering stories in real-time.
Additional Information	Students will learn how to prepare their journalism for the web, and apply their understanding to a real-world environment.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio - 2500 words	60	0	MLO1, MLO2, MLO3, MLO5
Test	Class Test	40	0	MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Steve Harrison	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings