

## Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Online Sports Journalism Production  
Status: Definitive  
Code: **5038JOURN** (124571)  
Version Start Date: 01-08-2021

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

Team	Leader
John Mathews	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 72  
**Total Learning Hours:** 200      **Private Study:** 128

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Seminar	60

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio	60	
Test	Test	News Day	40	

### Aims

1. To build on and develop students' previous production and writing skills to produce and present online sports 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

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

Portfolio	1	2	3	5
News Day	4	5		

## 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 sports 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*

## Learning Activities

Lectures and seminars.

## Notes

Students will learn how to prepare their sports journalism for the web, and apply their understanding to a real-world environment.