

### Summary Information

Module Code	5038JOURN
Formal Module Title	Online Sports 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
Seminar	60

### Module Offering(s)

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

### Aims and Outcomes

Aims	<p>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</p>
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**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 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
Module Overview	This module will build on and develop your previous production and writing skills to produce and present online sports content. You will develop some advanced writing skills and formulate ways users can be encouraged to generate news-orientated content.
Additional Information	Students will learn how to prepare their sports 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
Essay	Portfolio	60	0	MLO1, MLO2, MLO3, MLO5
Portfolio	News Day	40	0	MLO4, MLO5

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
John Mathews	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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