Journalism for a Digital Audience

Module Information

2022.01, Approved

Summary Information

Module Code	5043JOURN
Formal Module Title	Journalism for a Digital Audience
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-time4. To think in creative and original ways to source and tell compelling stories in an accurate, clear, vigorous and balanced way.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate knowledge of online production processes including industry standard content management systems (CMS) to tell compelling stories in an accurate, clear, vigorous and balanced way.
MLO2	2	Edit copy accurately and write effective web headlines, applying the principles of Search Engine Optimisation (SEO) to content where appropriate, under pressure of deadlines.
MLO3	3	Research, evaluate and edit appropriate illustrations (including video), and use them with copy to maximum advantage.
MLO4	4	Design and implement audience engagement and brand strategies, making use of web analytics.
MLO5	5	Critically evaluate an understanding of the importance of user generated content, social media interactivity with users and effective moderation techniques.

Module Content

Outline Syllabus	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 with a view to effective SEO. Introduction to CMS and how to employ strategies to enhance audience experience, including use of analytics. Critique of how UGC is currently gathered and deployed. Professional practice of content moderation and issues of taste, decency and legality.
Module Overview	
Additional Information	Students will learn how to prepare their journalism for a digital audience, 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	70	0	MLO1, MLO2, MLO3, MLO5
Test	Test	30	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