

## Liverpool John Moores University

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Title: Essential Journalism and Professional Practice  
Status: Definitive  
Code: **7104JOURN** (127235)  
Version Start Date: 01-08-2021  
  
Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Pete Leydon	Y

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 132  
**Total Learning Hours:** 200      **Private Study:** 68

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	48
Workshop	84

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Published relevant digital content 3,500 words	75	
Test	Test	Timed news writing assessment 1,000 words	25	

### Aims

1. To equip students with fundamental content gathering and reporting tools
2. To develop students' knowledge of essential digital skills in journalism
3. To enhance journalistic writing styles

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a critical understanding of journalistic techniques and apply them effectively
- 2 Demonstrate essential knowledge of digital skills and employ in a variety of journalistic scenarios
- 3 Demonstrate professional journalistic skills in news gathering, writing and production for print, online and broadcast
- 4 Demonstrate effective transferable skills such as written and oral communications, IT and research skills
- 5 Work effectively and independently to meet deadlines in an industry environment

## Learning Outcomes of Assessments

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

Portfolio	1	2	3	4	5
Timed Assessment	1	2	3	4	5

## Outline Syllabus

*This module will help students understand what is 'newsworthy' and what makes a story, develop their content 'ideas' from source to completion, and they will learn to develop and nurture contacts and sources. Students will employ effective interview techniques to obtain information and quotes (including use of Shorthand) and will use appropriate media and platforms for disseminating content. It will develop their journalistic writing style to enable them to construct readable and engaging content as well as employ SEO skills for headlines, intros, captions, social media teasers and more. They will develop technical CMS and mobile journalism skills required in today's industry so they can produce/edit video, audio and image-led content*

## Learning Activities

Shorthand Seminars – 4 hours a week

Practical Workshops and technical training – 7 hours a week

## Notes

This module will help students prepare for the NCTJ Essential Journalism examination