

Module Information

2022.01, Approved

Summary Information

Module Code	7104JOURN
Formal Module Title	Essential Journalism and Professional Practice
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Seminar	48
Workshop	84

Module Offering(s)

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

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate a critical understanding of journalistic techniques and apply them effectively
MLO2	2	Demonstrate essential knowledge of digital skills and employ in a variety of journalistic scenarios
MLO3	3	Demonstrate professional journalistic skills in news gathering, writing and production for print, online and broadcast
MLO4	4	Demonstrate effective transferable skills such as written and oral communications, IT and research skills
MLO5	5	Work effectively and independently to meet deadlines in an industry environment

Module Content

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
Module Overview	
Additional Information	This module will help students prepare for the NCTJ Essential Journalism examination

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	75	0	MLO1, MLO2, MLO3, MLO4, MLO5
Report	Timed Assessment	25	0	MLO1, MLO2, MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Kate Heathman	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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