Multi-Platform Journalism

Module Information

2022.01, Approved

Summary Information

Module Code	7105JOURN
Formal Module Title	Multi-Platform Journalism
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
Workshop	84

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	1. To enable students to apply core journalistic skills in "live" real-world environment2. To develop key transferable skills such as teamwork, leadership, communication3. To strengthen students' core story-telling skills across different platforms

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate a critical understanding of multi-platform journalism
MLO2	2	Critically analyse and engage effectively in journalism production processes
MLO3	3	Employ effective planning and organizational skills in managing time, resources and personnel in a news day situation
MLO4	4	Demonstrate an ability to work productively in a group or team, displaying abilities at different times to listen, contribute and lead
MLO5	5	Demonstrate effective self-discipline, self-direction and reflexivity

Module Content

Outline Syllabus	Students will work as part of team creating content to deadline in live Multi-Platform NewsdaysThey will undertake key newsroom leadership roles during Newsdays, react to breaking news quickly to inform digital audience, and demonstrate "live" news on-scene reporting using Facebook Live + other tools. Students will also run and manage multiple social media platforms to publish, share, engage, source and verify. During newsdays they will demonstrate professional CMS skills in uploading, editing, publishing digital content, and develop creative and feature news content writing styles such as profiles, listicles, opinions, longer form issue features.Newsdays will also allow students to perform 'live blogging' skills in the field, and create video packages for online, including pieces to camera, sequences, voiceovers and captions. Throughout the module students will need to utilize their ethical and legal awareness and knowledge in 'live' content production and publication
Module Overview	
Additional Information	In live newsdays, students will operate as a team and produce content for digital and broadcast platforms to deadlines. Students will operate in different roles to develop transferable skills as well as practical journalistic techniques. This module will help prepare students for the NCTJ Video journalism Online examination

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Pete Leydon	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings