

## Liverpool John Moores University

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Title: Multi-Platform Journalism  
Status: Definitive  
Code: **7105JOURN** (127236)  
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:** 84  
**Total Learning Hours:** 200      **Private Study:** 116

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	84

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Range of relevant digital and video content published during live Newsdays 3,00-3,500 words	75	
Essay	Essay	Reflective report and tutor evaluation of performance 1,000 words	25	

### Aims

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

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

Newsday Portfolio	1	2	3	4
Reflective Report	1	2	5	

## Outline Syllabus

*Students will work as part of team creating content to deadline in live Multi-Platform Newsdays*

*They 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*

## Learning Activities

Practical workshops + live newsday operations – one day a week, 7 hours a day

## Notes

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 Videojournalism Online examination

