

Multi-Platform Sports Journalism

Module Information

2022.01, Approved

Summary Information

Module Code	7110JOURN
Formal Module Title	Multi-Platform Sports 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 environment 2. To develop key transferable skills such as teamwork, leadership, communication 3. To strengthen students' core sports story-telling skills across different platforms
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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 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	<p>Students will work as part of a team creating content to deadline in live multi-platform newsdays. They will undertake key newsroom leadership roles during newsdays, and react to breaking sports news quickly to inform digital audience. They will report “live” sports on-scene using Facebook Live + other tools, and run multiple social media platforms to publish, share, engage, source and verify. During newsdays they will enhance their CMS skills in uploading, editing, publishing digital content, and they will develop creative and feature news/sports content writing styles such as profiles, listicles, opinions, longer form issue features. Students will also employ ‘live blog’ skills in the field, in sports arena, and create video packages for online, including pieces to camera, sequence, voiceovers and captions. Throughout the module students will utilize their ethical and legal knowledge in ‘live’ content production and publication.</p>
Module Overview	<p>You will work as part of a team creating content to deadline in live multi-platform newsdays.</p> <p>You will undertake key newsroom leadership roles during newsdays, and react to breaking sports news quickly to inform digital audience. You will report “live” sports on-scene using Facebook Live + other tools, and run multiple social media platforms to publish, share, engage, source and verify. During news days you will enhance your CMS skills in uploading, editing, publishing digital content, and develop creative and feature news/sports content writing styles such as profiles, listicles, opinions, longer form issue features.</p> <p>You will also employ ‘live blog’ skills in the field, in sports arena, and create video packages for online, including pieces to camera, sequence, voiceovers and captions. Throughout the module you will use your ethical and legal knowledge in ‘live’ content production and publication.</p> <p>In live newsdays, you will operate as a team and produce content for digital and broadcast platforms to deadlines. You will operate in different roles to develop transferable skills as well as practical journalistic techniques. This module will prepare you to sit NCTJ Videojournalism online examination.</p>
Additional Information	<p>In live newsdays, students 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 prepare students to sit NCTJ Video journalism online examination.</p>

Assessments

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