

Liverpool John Moores University

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Title: Multi-Platform Sports Journalism
Status: Definitive
Code: **7110JOURN** (127240)
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 content published during live Newsdays 3,000-3,500 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 sports 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:

Portfolio	1	2	3	4
Essay	1	2	5	

Outline Syllabus

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 and their ethical and legal 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 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 Videojournalism online examination

