



Journalism at Kingston examines the role of multimedia journalism in the contemporary world. It will develop writing skills and a nose for news, and provides a forum for analysis of and debate on all issues in the modern media.

Level 4 modules aim to provide the skills necessary to become an effective multimedia journalist. Modules cover journalistic writing and research, how to identify a news story in a mass of information, and what makes a good feature. The broader context of journalism is explored, as are the critical issues facing journalists today.

Level 5 modules are at intermediate level and expand skills portfolio and knowledge previously developed, introducing further elements such as layout, online writing and shorthand, while increasing the proportion of work drawing on the real world.

Level 6 modules offer a more detailed understanding of the role and responsibilities of the contemporary journalist in different specialisms, such as sports, fashion and data journalism.

Updated April 2024/PJW

Entry requirements: GPA of 2.75 or above (out of 4.0) or equivalent

Pre-requisites:

- There are no formal pre-requisites for Level 4 modules.
- Level 5 and 6 modules are progressively more advanced and will require more substantial previous study of journalism/media.

NOTE:

- Students choosing [JO5001 Practical Journalism 2](#) must have at least one year's prior experience of news writing at undergraduate level.
- Students choosing [JO6001 Practical Journalism 3](#) must have at least two years' prior experience of news writing at undergraduate level.

Special Notes:

- Students may not choose more than ONE practical Journalism module. The choice is Practical Journalism 1 or Practical Journalism 2 or Practical Journalism 3, depending on prior learning experience.
- Students may not choose both [JO5010 Broadcast Journalism](#) and [JO5006 Magazine Journalism](#).

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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- Students wishing to choose a specialism from JO6021 at Level 6 should have at least two years' prior experience of news writing at undergraduate level.
- Students at Kingston for Study Option 3 may not choose Practical Journalism 1.

Taught at: Penrhyn Road campus

Key to Module Descriptors

Suitability of Module for Study Option:

1 - indicates module is suitable for students on Study Option 1 (Whole Year)

2 - indicates module is suitable for students on Study Option 2 (Autumn)

3 - indicates module is suitable for students on Study Option 3 (Spring)

Notes:

1. All modules are at undergraduate level only.
2. Students enrolled on Study Option 1 are required to study the entire module
3. Whilst the University makes every effort to ensure that this information is correct at the time of updating (April 2024), it cannot accept responsibility for omissions or subsequent changes. Module availability and content may be subject to change, as part of the University's policy of continuous improvement and development.
4. Details of assessment for students enrolled on either Study Option 2 or 3 where provided are **indicative** only and may also be subject to change as part of the above policy.

Study Option 1 = Whole Year

Study Option 2 = Autumn

Study Option 3 = Spring

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Modules:

Module Code	Title	Suitability Key		
LEVEL 4 – INTRODUCTORY				
<u>JO4001</u>	Practical Journalism 1	1	2	
<u>JO4002</u>	Thinking about Journalism	1	2	3
<u>JO4003</u>	Digital Skills for Journalists	1	2	3
<u>JO4004</u>	Journalism in the Wider World	1	2	3
LEVEL 5 – INTERMEDIATE				
<u>JO5001</u>	Practical Journalism 2	1	2	
<u>JO5012</u>	Media Brands, Content Creation and Production	1		
<u>JO5013</u>	Journalism Futures	1	2	3
<u>JO5010</u>	Broadcast journalism	1	2	3
LEVEL 6 – ADVANCED				
<u>JO6001</u>	Practical Journalism 3	1	2	3
<u>JO6013</u>	Journalism, Ethics and the Industry	1	2	3
<u>JO6021</u>	Journalism Specialism: Sports Journalism	1	2	
<u>JO6021</u>	Journalism Specialism: Arts and Entertainment	1		3
<u>JO6021</u>	Journalism Specialism: Fashion Journalism	1	2	
<u>JO6021</u>	Journalism Specialism: Foreign Correspondence	1		3
<u>JO6021</u>	Journalism Specialism: Visual Storytelling	1	2	

Study Option 1 = Whole Year
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Study Option 3 = Spring

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LEVEL 4 – INTRODUCTORY

Module Code	JO4001
Module Title	Practical Journalism 1
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	<ul style="list-style-type: none"> • Study Options 1 or 2 • Not open to Erasmus students as Level 4
Module Content	<p>This is a core module where students begin to learn the essentials of journalism ie the language, practical conventions, contexts and functions of written journalism in the multimedia environment. Through studying and critically analysing the structure, style and content of articles published on websites, in newspapers and magazines students will begin to develop an understanding of how copy is gathered, put together and directed at specific readerships.</p> <p>In the spring semester, students will work with fellow students to produce a digital news publication. There will also be opportunities to write for the university’s award-winning newspaper <i>the River</i>.</p> <p>➤ Autumn Semester topics: Introduction to News writing; Asking Questions & Digital Media</p> <p>❖ Introduction to Newswriting</p> <ul style="list-style-type: none"> • What is news? • The Intro Your Most Important 25 Words • Quoting – how to write what people say • More on quoting • Finding News • Structuring and developing your story <p>❖ Asking Questions and Digital Media</p> <ul style="list-style-type: none"> • Talking to People • Mind your language • News conference - asking questions and strike story • Digital Media writing • Exercises and grammar and effective writing link

Study Option 1 = Whole Year
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 Study Option 3 = Spring

	<ul style="list-style-type: none"> ❖ Introduction to Feature Writing <ul style="list-style-type: none"> • What's a Feature? • What's the Big Idea? Sowing the seeds of a feature • How on Earth Do I Find Out About That? The importance of research • Words From the Horse's Mouth – the art of feature interviewing • Writing up features ➤ Spring semester topics: The News Website ❖ The News Website <ul style="list-style-type: none"> • The news website • sub-editing • designing your website • Language and the joy of grammar • Video interviews • Punctuation • More on language • Numbers in news
Teaching	Four hours weekly (seven hours for second half of autumn semester for feature writing)
Assessment	<p>Study Option 1:</p> <ul style="list-style-type: none"> • Portfolio – six elements (60%): <ul style="list-style-type: none"> ○ Weekly news quiz ○ first news story -250-300 words ○ news conference report – 350 words ○ 1,000-word feature with research log ○ First website news story – 300 words ○ Zoom interview story ○ sub-editing • News website (with two stories) and 250-300 word reflective report (40%) <p>Study Option 2:</p> <ul style="list-style-type: none"> • Portfolio – 3 elements: <ul style="list-style-type: none"> ○ News story 250 - 300 words (33.3%) ○ news conference – 350 words (33.3%) ○ 1,000-word feature (33.4%)
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Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Code	JO4002
Module Title	Thinking about Journalism
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	<ul style="list-style-type: none"> • Study Options 1 or 2 or 3 • Not open to Erasmus students, as level 4
Module Content	<p>This module introduces the academic strand of the KU journalism degree. It is about the 'idea' of journalism, what it means to be a journalist, and the ways in which journalistic material is selected, constructed, and responded to by audiences. But, while it covers key academic concepts like framing, agenda-setting and gate-keeping, the module is not solely concerned with media theory. It also tackles the real-world debates about ethics, objectivity, news values, and media ownership that affect the working lives of journalists on a day-to-day basis.</p> <p>The module will also focus on developing core skills: critical thinking and reading, working as part of an academic group, oral discussion and debate and essay-writing skills.</p> <p>Topics:</p> <p>➤ Autumn Semester topics:</p> <ul style="list-style-type: none"> • What is journalism? • The elements of journalism explained • Rising voices - Journalism, diversity and the future • Fake news, Facebook and Journalism • Comment is free? Online comment and trolling of journalists • Podcast development and research • Podcast development - writing scripts • Recording the podcast <p>➤ Spring semester topics:</p> <ul style="list-style-type: none"> • Journalism and power – key theories • The powers of journalists • Making the news • Journalism and truth • Journalism and bias • Journalism and regulation

Study Option 1 = Whole Year

Study Option 2 = Autumn

Study Option 3 = Spring

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	<ul style="list-style-type: none"> • Proofreading and referencing
Teaching	Weekly 1-hour lectures and 2-hour seminar
Assessment	Study Option 1: <ul style="list-style-type: none"> • Group podcast in-class presentation (10%) • Group Podcast (40%) • 1,500-word essay (50%)
	Study Option 2: <ul style="list-style-type: none"> • Group podcast in-class presentation (20%) • Group Podcast (80%)
	Study Option 3: <ul style="list-style-type: none"> • 1,500-word essay (100%)
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Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Code	JO4003
Module Title	Digital Skills for Journalists
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	<ul style="list-style-type: none"> • Study Options 1 or 2 or 3 • Not open to Erasmus as Level 4
Module Content	<p>This module introduces students to the skills and concepts involved in digital journalism. It examines the impact of the fast-changing digital landscape on the journalism industry and the implications for the role of the journalist.</p> <p>Through lectures and practical workshops students will gain understanding of digital environments, including social media and developing technologies, and an introduction to digital reporting, particularly multimedia reporting, including video.</p> <p>Overall topics covered include:</p> <ul style="list-style-type: none"> • Critically examining how digital technologies have transformed the way in which journalists are expected to select, write and present content • Understanding the impact of search engines and algorithms on the way journalistic content is sourced and written • Creating appropriate accounts, for example a blog and social media accounts, to develop skills in writing and uploading multimedia content to different environments • Developing an understanding of visual storytelling through multimedia, including video and creating visual content using a variety of apps and tools • Understanding the importance of audience engagement with digital content and exploring methods to foster this • Critically appraising online sources, including social media, and applying journalistic checks on information and sources • Adapting journalistic content, including live reporting, to multiple platforms using mobile technology • Developing understanding of collaborative journalism and other uses of ‘social listening’ • Exploring ideas for the future of journalism and identifying innovative practice, emerging platforms and digital trends <p>➤ Autumn semester topics:</p> <p>❖ <i>Introduction to digital formats</i></p>

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

	<ul style="list-style-type: none"> • Why digital skills, and your digital footprint • Digital storytelling formats • Writing and using images in stories • Photojournalism in the digital age • Writing for social media <p>❖ Social and Mobile Journalism</p> <ul style="list-style-type: none"> • Getting started in video for social media • Interviewing • Introduction to mobile journalism and location reporting • More location reporting • Live blogging • Innovation and experimentation <p>➤ Spring semester: Multimedia storytelling</p> <ul style="list-style-type: none"> • Social media engagement • More apps for social assets • Explainers • Structuring your multimedia explainer • What can we use and is it working? • Social listening and UGC • Social media verification • Stories: Finding, pitching, planning • Video for social media
Teaching	Weekly 1-hour lectures and two-hour practical workshops
Assessment	<p>Study Option 1:</p> <p>Portfolio:</p> <ul style="list-style-type: none"> • Digital skills portfolio (30%): <ol style="list-style-type: none"> 1) Blogpost 250 words 2) Photo story 3) Phone video vox pops • Multimedia storytelling on social media task (40%) • Smartphone video project - shoot footage for and produce a 1-2 minute video (30%) <p>Study Option 2:</p> <ul style="list-style-type: none"> • Digital reporting portfolio (100%) <p>Study Option 3:</p>

Study Option 1 = Whole Year
 Study Option 2 = Autumn
 Study Option 3 = Spring

	<ul style="list-style-type: none"> • Multimedia storytelling on social media task (50%) • Smartphone video project - shoot footage for and produce a 1-2 minute video (50%)
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Module Code	JO4004
Module Title	Journalism in the Wider World
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	<ul style="list-style-type: none"> • Study Options 1 or 2 or 3 • Not open to Erasmus as Level 4
Module Content	<p>A key part of a journalist's role is to inform readers what is going on in the world. To do this well, journalists have to understand how the world works and why. This module aims to build on existing understanding to provide students with the necessary political, economic, historical social and cultural context to underpin their development as journalists.</p> <p>Areas for exploration and discussion will include Britain's role in the world; the UK's relationship with Europe, the US and the developing world; British institutions and their role and influence (including the monarchy, parliament, Whitehall, religious bodies, universities, local government, banks and finance houses) and the history and emergence of competing ideologies such as capitalism, socialism and liberalism.</p> <p>The module will explore emerging social and cultural trends and the way these are covered in the media. Underpinning the module will be the key questions of "Where does power lie?" "Who has control?" "Who is responsible?" "Who really runs things?"</p> <p>➤ Autumn Semester topics: UK's relationship with EU, US and Beyond; British identity and institutions</p> <p>❖ UK's relationship with EU, US and Beyond</p> <ul style="list-style-type: none"> • The EU & UK, post Brexit and that "special relationship" with the US? • 2015-2022 - the causes of Europe's ongoing refugee crisis • Britain and immigration <p>❖ British Identity and Institutions</p>

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

	<ul style="list-style-type: none"> • The United Kingdom? • The UK parliament: limits of power • The NHS • The Church of England: power, money and land <p>➤ Spring Semester topics: Education, Housing, Poverty and Social Inequality</p> <ul style="list-style-type: none"> • UK education - Schools • UK education - universities • The UK's housing crisis • UK Poverty and benefits • Intergenerational politics • The north-south divide and levelling up
Teaching	Weekly 1-hour lectures and 1-hour seminars
Assessment	<p>Study Option 1:</p> <ul style="list-style-type: none"> • Three short answer timed tests (40%) • 2-hour exam – four questions from eight (60%)
	<p>Study Option 2:</p> <ul style="list-style-type: none"> • 2 x in-class tests (100%)
	<p>Study option 3:</p> <ul style="list-style-type: none"> • 1 in-class test (100%)
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LEVEL 5 – INTERMEDIATE

Module Code	JO5001
Module Title	Practical Journalism 2
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	5
Prerequisites	At least one year’s prior experience of news writing at undergraduate level
Suitability	Study Options 1 or 2
Module Content	<p>This module aims to expand, develop and hone the print and online skills acquired in Practical Journalism 1. The module will also explore how journalism is shaped by the legal and regulatory context in which it is practiced.</p> <p>Students focus on story development, writing and editing in print and online, layout and page design, and video story-telling. Students will also learn Teeline shorthand, aiming to reach a speed of 60-100 wpm. In the second semester, students will acquire a working knowledge of libel, contempt and privacy law as well as court reporting skills.</p> <p>Overall topics covered include:</p> <ul style="list-style-type: none"> • No more half-baked news stories: researching and developing your stories properly • Introduction to InDesign and page design principles • How to use video to tell your story • The development of media law: the balance between protection of individuals and press freedom • Applying libel, contempt and privacy laws to a journalist’s work • An introduction to Teeline outlines • Using editorial analytics to improve story performance • Making the most of social media • Preparing a professional CV <p>➤ Autumn Semester topics: Introduction to News Writing & Reporting; InDesign; Shorthand</p> <p>❖ Introduction to News Writing</p> <ul style="list-style-type: none"> • Help! I can't find a story. • No more half-baked stories • The Art of Interviewing • SEO and writing for the Web • Social Media

Study Option 1 = Whole Year
 Study Option 2 = Autumn
 Study Option 3 = Spring

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	<ul style="list-style-type: none"> • Analytics for journalists • Using and verifying social media <p>❖ InDesign InDesign is the industry standard design software.</p> <ul style="list-style-type: none"> • Design Basics: which stories go where? • Making strong pages with InDesign • More tricks with InDesign <p>❖ Shorthand</p> <p>Shorthand taught closely following Teeline Fast by Ann Dix up to target speeds of 50-60 wpm by December. The second semester, with increased hours, will enable students to achieve up to 100 wpm.</p> <p>➤ Spring Semester: Law</p> <p>➤ Law</p> <ul style="list-style-type: none"> • Introduction to the law and how the court system works • Defamation • Privacy and confidentiality • Regulation and codes of practice • Copyright, websites, and social media • Contempt of court • Reporting restrictions • Court reporting basics • Freedom of information
Teaching	Weekly 1 hour lectures and 2 hour workshops
Assessment	<p>Study Option 1:</p> <ul style="list-style-type: none"> • Portfolio of journalism: <ul style="list-style-type: none"> ○ 400-500-word news story (15%) ○ 90s – 2 mins video story and 500-word pitch (15%) ○ A newspaper page made with InDesign (10%) ○ CV (10%) • 2-hour law exam (30%) • In-class shorthand test (60-100wpm) (20%) <p>Study Option 2:</p> <ul style="list-style-type: none"> • Portfolio of journalism eg 400-500 word news story, video submission etc. (100%)
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Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Module Code	JO5012
Module Title	Media Brands, Content Creation and Production
Credits	8 (US) 15 (ECTS)
Level	5
Prerequisites	introductory university-level journalism study
Suitability	<ul style="list-style-type: none"> • Study Option 1 only
Module Content	<p>Digitisation has upended the magazine industry, including the magazine sector. What existed as a simple print container has evolved into a world of content empires. But, despite economic changes, magazines dedicated to trends and interests endure, while others have evolved into all-encompassing media brands.</p> <p>This module explores how contemporary publications are ideated and positioned, and their cooperation to create cross-platform editorial content. Students will learn about the contexts in which the sector operates: past, present and future, and reflect on these developments by researching, originating and developing a magazine concept.</p> <p>Students will build effective editorial and team-working skills, adapting these to the needs of differing audiences and objectives through the production of their own media brand, and associated products such as print magazines, websites and apps.</p> <p>The Future Skills Explore Learning Outcomes are also delivered, to enable students to engage with their personal development: activities which will strengthen their professional identity and global citizenship, and provide contexts to expand their knowledge of industrial and professional contexts. Students will further develop professional skills such as interdisciplinary collaboration, to prepare them for future employment. Students will also critically evaluate their personal development through reflection on their progress and goals and exploration of problems beyond their discipline.</p>
Teaching	Weekly 1-hour lectures and 2-hour workshops
Assessment	Study Option 1: TBC
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Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Code	JO5013
Module Title	Journalism Futures
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	5
Prerequisites	introductory level journalism study
Suitability	Study Options 1 or 2 or 3
Module Content	<p>This module engages students in debates about how journalism is evolving, as new platforms, audiences and tools emerge, alongside risks posed by growing information inequality, struggling journalism business models and the rise of social media.</p> <p>Students will take part in problem-solving activities to enable fresh thinking about the news industry and have a chance to develop and communicate solutions to address the challenges faced by newsrooms, now and in the future. Students will envision future possibilities and explore how to make sense of, and manage, such futures for journalism's sustainability.</p> <p>Students will also learn how to use a wide range of research techniques and methods, which they can apply to produce engaging and compelling long-form investigative journalism and/or academic reports and papers. Students can use their research to gain insight into, and knowledge of, a chosen topic. Students can also question journalists working in the industry, to find out what is really going on and to start networking.</p>
Teaching	lectures and seminars
Assessment	<p>Study Option 1:</p> <p>TBC</p> <p>Study Option 2:</p> <ul style="list-style-type: none"> • TBC <p>Study Option 3:</p> <ul style="list-style-type: none"> • TBC
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Module Code	JO5010
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Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Title	Broadcast Journalism
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	5
Prerequisites	<ul style="list-style-type: none"> • introductory university level journalism study • Students may not choose both this module and JO5006 Magazine Journalism.
Suitability	Study Options 1 or 2 or 3
Module Content	<p>This module gives students the hands-on editorial experience of news broadcasting using video and audio and provide them with the tools needed to deliver compelling stories. At the end of the module students will have a digital portfolio containing a TV package and a radio report.</p> <p>Students will be supported while they learn how to capture and record news using industry standard equipment. They will develop an ability to write for pictures and to craft sound. They will receive voice coaching and get the chance to read a radio bulletin and present pieces to camera. They will become confident in the language of the broadcast newsroom.</p> <p>In an increasingly digital media environment broadcast news has had to adapt the way it produces content. These technological advances have also influenced the way people digest news coverage. They will learn what the digital world means for storytelling and what the video-enabled Internet means for live reporting.</p> <p>Finally although the world of conventional broadcasting is changing rapidly, good ideas will always hold creative currency and students will be required to generate and pitch two original TV and radio ideas with particular audiences in mind.</p> <p>➤ Autumn Semester: Introduction to Radio News</p> <p>Radio journalism is the most immediate and potentially powerful means of sharing the stories that inform our lives. This topic will provide hands-on editorial experience of news broadcasting using audio, and provide the tools needed to deliver compelling stories to a deadline. Students will learn how to pitch, write, present and share an imaginative radio broadcast story, as well as learn how modern newsrooms work, and gain an insight into audiences. Students will work singly and as part of a team to build up a digital portfolio of stories and ideas.</p> <p>Topics:</p> <ul style="list-style-type: none"> • Introduction to Radio and the kit we will use • Presenting and broadcast cues • Gathering material for a first radio package • Editing your first package in Audition • Packaging for Radio

Study Option 1 = Whole Year
 Study Option 2 = Autumn
 Study Option 3 = Spring

	<ul style="list-style-type: none"> ● Press conference ● Presentation and your voice ● Writing a radio bulletin ● Story structure <p>➤ Spring Semester: Introduction to TV News</p> <p>Good TV journalism is immediate, vivid and powerful Even through the traditional TV platform may be in decline as a source of news, an increasing proportion of the content on online and social media is in the form of video. That means that learning to marry well-chosen picture sequences with the skilful use of natural sound and value-adding scripts are still vital if we want to bring our stories to life.</p> <p>This topic will provide an introduction to TV news and provide some hands-on editorial experience of news broadcasting using video and sound.</p> <p>Students will learn about the technical aspects of TV news, both in the studio and on location. Students will be introduced to the craft of a good TV interview; how to cut an OOV, clip and package; what makes a good TV news bulletin and how to shoot and cut a package - both for a traditional TV news bulletin and for the web. Students will learn how a modern TV newsroom works and work singly and as part of a team to build up a digital portfolio of TV stories and ideas.</p> <p>Topics:</p> <ul style="list-style-type: none"> ● Kit familiarisation and staging an interview ● Introduction to the TV studio/using the MV88+ for video ● Filming sequences to tell a story ● Editing your package ● Writing for TV news/tracking ● Workflows and shot-listing/gathering a practice package in groups ● Tracking and editing workshop ● Visit to Sky News ● TV Studio News Day
Teaching	Weekly 3-hour sessions (lectures and technical workshops)
Assessment	<p>Study Option 1:</p> <ul style="list-style-type: none"> ● Radio news package (max 5 min) (40%) ● TV news package - up-to three-minute original video report (40%) ● TV news pitch (20%)

	<p>Study Option 2:</p> <ul style="list-style-type: none"> • Radio news package (max 5 min) (80%) • Radio news report pitch (max 300 words) (20%)
	<p>Study Option 3:</p> <ul style="list-style-type: none"> • TV News package (max 5 min) (80%) • TV news package report pitch (max 300 words) (20%)
Last updated	01/05/24 PJW

LEVEL 6 – ADVANCED

Module Code	JO6001
Module Title	Practical Journalism 3
Credits	Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	At least two years' prior experience of news writing at undergraduate level is essential
Suitability	Study Options 1 or 2 or 3 but participation in the module is just for a single-semester.
Module Content	<p>This module incorporates involvement in the production of the campus newspaper, <i>The River</i>, its web-based version, <i>River Online</i> and associated River social media accounts.</p> <p>Each student will take on an editorial role on <i>The River</i> as well as contributing news and feature articles. Roles may vary, but will allow students to observe and participate in essential activities which contribute to producing real journalism.</p> <p>The focus of the publications will be the university and its affairs but it will also reflect the neighbouring community and the general preoccupations of students. The publications will carry news, sport, cultural reporting, listings, lifestyle, features and advertising - all initiated, reported, written, edited and laid out by students using appropriate industry-standard software. This includes Adobe InDesign and Photoshop.</p> <p>Teaching takes place in a dedicated newsroom, equipped with live news feeds and online content management system, and industry-standard software packages including Adobe InDesign and Photoshop</p> <p>Core topics covered include:</p> <ul style="list-style-type: none"> • Recognising news values and news hierarchies

Study Option 1 = Whole Year

Study Option 2 = Autumn

Study Option 3 = Spring

	<ul style="list-style-type: none"> • Editorial management (rotas and production planning) • Logistics (printing and distribution) • Editorial freedom and its limitations • Use of design software and content management systems • Building communities and using social networks • Search engine optimisation (SEO) • Journalistic use of social media <p>Schedule (indicative only):</p> <ul style="list-style-type: none"> • Intros, news meeting and pitching ideas • Digital formats • Live page runs • Picture guidance and social media • Headline writing • Accuracy <p>Autumn semester: focus on the website and social media with 'live' days working as a team.</p> <p>Spring semester: focus on the website and social media with 'live' days working as a team. Also production of <i>The River</i> newspaper.</p>
Teaching	<p>The module leader will act as editor-in-chief for the campus newspaper, website or magazine. She or he will appoint editorial and management teams (to serve in 4/5 week stints) and will provide guidance through weekly editorial meetings and workshops. Students will work with some supervision in the newsroom during their independent study time to produce the print and online publications.</p>
Assessment	<ul style="list-style-type: none"> • In-class newswriting test • Group assignment - producing The River campus newspaper and associated outlets) <p><i>Students will receive individual marks</i></p>
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Module Code	JO6013
Module Title	Journalism, Ethics and the Industry
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	Substantial study of journalism at intermediate university-level
Suitability	Study Options 1 or 2 or 3
Module Content	<p>In an era when it is beholden on the press to inform the public about the reality of the climate/nature emergency and resulting (as well as instigating) political/economic factors, journalists need to understand what their job is for; what it contributes to society; and what are its possibilities, responsibilities and limitations.</p> <p>Journalists have rights and responsibilities - in this wide-ranging module these are considered in the light of certain moral principles and practical examples. Ethical dilemmas are par for the course in the way journalists work today; a variety of such choices will be reviewed and consider the tools and arguments relied upon when making them. What happens when we get it wrong? Some such cases will be analysed. Over and above this, the context of the journalist's work will be looked at - the industry is still owned mainly by a handful of hugely powerful, unaccountable press barons. The political ramifications of this will be looked at as well as looking more broadly at the distractions of culture wars and ways in which journalists can be manipulated to promulgate vested interests of the ruling class and corporations.</p> <p>Topics covered include:</p> <ul style="list-style-type: none"> • The limits on freedom of information • "Public interest" as a core ethical value. The ethics of taste and decency. • The diversifying social and cultural framework of Britain. • Technological issues and developments affecting journalism. • Commercial pressures facing journalism. • The democratisation of journalism and the rise of citizen and 'DIY' journalists. • The uses and abuses of professional PR, marketing, media management and spin and the treatment of sources. • Reporting foreign news. • The challenges of reporting conflict. • The future of journalism in a globalised online world. <p>➤ Autumn Semester:</p> <ul style="list-style-type: none"> • What are journalism ethics and why do they matter? • Journalistic freedom and responsibility • Journalists and their sources • Conflicts of interest

Study Option 1 = Whole Year
 Study Option 2 = Autumn
 Study Option 3 = Spring

	<ul style="list-style-type: none"> • Journalists, PRs, freebies and advertising bucks • Taste and decency and harm and offence • Reporting on the powerless/voiceless • Research and writing guidance for the ethical dilemma assessment • Press Regulation • Fake news, objectivity, bias and distortion <p>➤ Spring Semester: Topical Issues in the Journalism Industry</p> <ul style="list-style-type: none"> • Impartiality and the BBC • The future of magazines • Why does diversity matter in journalism? • The power of the press • Reporting Muslims and Islam • The internet era and the future of journalism • Journalism and bias • Covering Celebrities
Teaching	Weekly 1-hour lectures and 1-hour seminars
Assessment	<p>Study Option 1:</p> <ul style="list-style-type: none"> • In-class test - six questions that require mini essay-style answers (25%) • Ethical dilemma analysis – 1,500 words (25%) • 2,000-word essay on industry topic (50%) <p>Study Option 2:</p> <ul style="list-style-type: none"> • In-class test - six questions that require mini essay-style answers (50%) • Ethical dilemma analysis – 1,500 words (50%) <p>Study Option 3:</p> <ul style="list-style-type: none"> • 2,000-word essay on industry topic (100%)
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Study Option 3 = Spring

21 The University makes every effort to ensure that module availability & content is correct at the time of publishing, but it cannot accept responsibility for subsequent changes, as part of the University's policy of continuous improvement & development.

Module Code	JO6021
Module Title	Journalism Specialism: Sports Journalism
Credits	Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	Substantial study of journalism at intermediate university level
Suitability	<ul style="list-style-type: none"> • This module strand runs entirely in the autumn semester • Study Options 1 or 2
Module Content	<p>This is where students start being a sports reporter. It's a packed, in-at-the-deep-end introduction to the skills and know-how needed for the specialism. Students will turn from a fan into a cool-headed, analytical and exciting sports writer.</p> <p>The sports journalism option is highly practical and students will need to be flexible. Sport isn't a 9-5 activity and there will be evening and weekend reporting to do. Keep up to date with sports (and general) news. There will be a quiz each week.</p> <p>Topics:</p> <ul style="list-style-type: none"> • Why sports journalism? • Match reporting • Live match report • Minor and unusual sport • Tabloid sport • Features and previews
Teaching	Weekly 2-hour seminars
Assessment	<ul style="list-style-type: none"> • Live Match Report - On Campus - 400-450 words (50%) • Sports feature – 1,000 words (50%)
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Module Code	JO6021
Module Title	Journalism Specialism: Arts and Entertainment
Credits	Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	Substantial study of journalism at intermediate university level
Suitability	<ul style="list-style-type: none"> • This module strand runs entirely in the Spring semester • Study Options 1 or 3
Module Content	<p>This highly practical module allows students to explore in depth and actively engage with arts and entertainment journalism.</p> <p>Students will further develop their researching, writing, reporting and digital skills acquired through prior learning to produce professional copy and other outputs pertinent to each specialism such as: social media, video, data visualisations, etc. They will apply their newly-gained specialist knowledge using their acquired skills to the production of a portfolio of cutting-edge specialist journalism.</p>
Teaching	Weekly 2-hour seminars
Assessment	Portfolio (2,500 words or equivalent) (100%)
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Module Code	JO6021
Module Title	Journalism Specialism: Fashion Journalism
Credits	Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	Substantial study of journalism at intermediate university level
Suitability	<ul style="list-style-type: none"> • This module strand runs entirely in the autumn semester • Study Options 1 or 2
Module Content	<p>In this module strand, students explore in-depth and actively engage with the world of fashion journalism. They will develop their researching, writing and reporting skills in order to write professional fashion news, catwalk and trend reports, interviews and features for specialist fashion and mainstream press and websites.</p> <p>Students will also explore different fashion forums and build a range of digital skills such as blogging, vlogging and social media networking. Students will learn about editorial styling – putting together shopping pages, makeovers and get-the-look pieces – and gain an understanding of main fashion and photoshoots.</p> <p>The practices of fashion journalism will be placed in a context throughout the module. Students will gain insight into the fashion industry and how it works: the designers, brands, seasons and how clothes are made. Students will acquire an appreciation of the fashion industry's relationship with the media, the role and function of fashion PR, and the historical, cultural and global economic issues which fashion journalists must understand.</p> <p>Topics:</p> <ul style="list-style-type: none"> • Introduction to Fashion Journalism • Growing your followers • Reporting the Catwalk • The Fashion Industry • Fashion features • Trend reports • Editorial Styling
Teaching	Weekly 2-hour seminars
Assessment	<ul style="list-style-type: none"> • Fashion Blog or Social Media Account (TikTok/Instagram) (50%) • Fashion journalism: two written articles, one 500 words and one 1000 words (50%)
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Module Code	JO6021
Module Title	Journalism Specialism: Foreign Correspondence
Credits	Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	Substantial prior study of journalism at intermediate university level.
Suitability	<ul style="list-style-type: none"> • This module strand runs entirely in the spring semester • Study Options 1 or 3
Module Content	<p>This is a highly practical module that aims to help students come up with good story ideas, research those ideas thoroughly through rigorous primary and secondary research and produce sparkling copy that really engages readers.</p> <p>Not so long ago you could only do a foreign story from the relevant foreign place. If you can do reportage from a foreign land for your portfolio, that's great. For many though, foreign stories have to be told using UK/London sources and/or by connecting through the wonders of modern technology with people in distant lands. Students will have to exercise ingenuity and initiative to produce their original content.</p> <p>Topics:</p> <ul style="list-style-type: none"> • What is so special about foreign journalism? • Global News Agenda - how fair is foreign news? What/where is covered and what/where is left out in the cold? • The Changing face of foreign correspondence • Western-centric and counter-hegemonic foreign news • Rwanda, genocide and international media responsibility • War reporting, truth, lies and censorship
Teaching	Weekly 2-hour seminars/workshops
Assessment	2,500-word portfolio of foreign stories (main part must be a foreign NEWS FEATURE of between 1200 and 2500 words)
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Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Module Code	JO6021
Module Title	Journalism Specialism: Visual Storytelling
Credits	Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	Substantial study of journalism at intermediate university level.
Suitability	<ul style="list-style-type: none"> • This module strand runs entirely in the autumn semester • Study Options 1 or 2
Module Content	<p>Students will undertake detailed study of visual storytelling in journalism today through critical analysis of case studies as well as historical and theoretical context. Students will also develop their practical skills including generation of original visual story ideas, studying and applying different visual styles, planning, scripting and creating narratives, as well as core techniques in photography and video editing.</p> <p>Topics:</p> <ul style="list-style-type: none"> • What is visual journalism? • Visual journalism in context – history and theory • Visual framing - how visual journalists decide what, and how we see • Case studies of cutting-edge visual journalism on the web • Original visual story pitches • Interview and building narrative • The Visual narrative case study
Teaching	Weekly 2-hour seminars
Assessment	<ul style="list-style-type: none"> • A five-minute multimedia story for the web (either audio slideshow, a video or a mix of video and stills (70%)) • 1000-word reflective and practice log (30%)
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