

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Multiplatform and Mobile Journalism
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MED7370

<b>5</b>	<b>Module Overview</b>
<p>This module provides practical skills within a range of conceptual frameworks in the context of media integration and convergence. Students will build a flexible and adaptable skillset and a basis to critically apply modern newsgathering, production and distribution technologies.</p> <p>The module begins by exploring applied understanding of news values and sourcing, before building multiplatform news production techniques across text, audio and video. These are closely aligned to the core assignment tasks. The first stage of the module provides a basis for practical exploration and critical measurement of emerging technologies and their strategic applications within the news media, while the second stage supports you in initiating and developing contemporary approaches to identifying, telling and distributing stories using online and mobile technologies to engage identified communities.</p> <p>These techniques include core media production skills required for developing the basis for a masters level practical project. A mixed methods pedagogical approach is adopted, with lectures combined with hands-on workshops where you are supported in developing and reflecting on your own work within a contemporary context.</p> <p>Supplementary technical sessions may be required to provide specialist skills with particular media to a required professional standard. Work in this module links to the different core semester two modules and Work Placement module.</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Workshops and group activities are used to introduce the module content.</li> <li>• Workshops also focus on critical debate and discussion.</li> <li>• Directed study provides an opportunity for you to explore your own area of interest and further develop your skills and knowledge accordingly.</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	Experiment with and appraise good practice relating to emerging technologies and their strategic applications within the news media.
	<b>2</b>	Initiate and develop contemporary approaches to identifying, telling and distributing stories using online and mobile technologies to engage identified communities.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1 and 2</b>	x		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130	
<b>Private Study (PS)</b> includes preparation for exams	40	
<b>Total Study Hours:</b>	200	