

Module Specification

Module Summary Information

1	Module Title	Introduction to Journalism Landscapes
2	Module Credits	20
3	Module Level	4
4	Module Code	MED4163

5	Module Overview
<p>This module introduces you to alternative and emerging platforms in journalism, by exploring texts and the context in which they operate, such as hyperlocal, regional and national marketplaces. You will research different types of journalism outputs in order to understand the different methods and techniques used to serve audiences in the contemporary media landscape. The sessions will also encourage you to explore how content can be reshaped and repurposed for alternative outlets, as well as introducing you to alternative journalism formats.</p> <p>The module will see you take some sessions alongside journalism students from other specialist areas, while others will include dedicated subject-specific sessions focusing on publications, outlets and content from the areas of fashion and beauty, music, sport and news.</p>	

6	Indicative Content
<p>You will get the chance to learn about the journey of journalism, from the days of the printing press through to the innovative digital and social outlets currently setting the news agenda.</p> <p>You will look in depth at different journalistic texts, organisations and outlets, as well as widespread changes in both the industry and the audience it serves in order to understand how journalism is able to evolve and reshape to meet the needs of a changing marketplace.</p> <p>Introduction to Journalism Landscapes will provide context and a foundation for all future journalism work, by giving you an insight into the various factors at play in the shaping of outlets, editorial processes and journalistic techniques.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Research and critically analyse journalism structures, audiences, organisations, and platforms.
2	Demonstrate an understanding of contemporary issues relating to the journalism industry and its audiences through journalistic practice.

8 Module Assessment				
Learning Outcome		Coursework	Exam	In-Person
1, 2		X		

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