

Module Specification

Module Summary Information

1	Module Title	Journalism Innovation and Entrepreneurship
2	Module Credits	20
3	Module Level	6
4	Module Code	MED6XXX

5	Module Overview
<p>In Journalism Innovation and Entrepreneurship, you'll critically analyse innovations in creating and distributing content, testing methods and practices. You'll be analysing work produced from digital newsrooms and assessing their influence of such texts and artefacts in reaching new audiences in a variety of emerging sites of engagement and outlets. These will include social platforms, immersion, gaming and visual storytelling.</p> <p>Your critical approach to considering such outlets will then be put into practice through a "creative risk-taking" approach, which allows you to trial and test new methods of journalistic communication and the use of emerging formats to understand opportunities and limitations. Through this approach, you'll develop and evidence a consideration of understanding of innovative formats and ways to reach new audiences. This approach will also entail a consideration and implementation of entrepreneurial skills, an understanding of new cost models and ways in which audiences can be reached.</p> <p>You'll be encouraged to develop new ideas, whilst testing ideas for your final project. The process of this module is about positioning yourself as a future media maker. You will be getting hands on with new technologies and practices that can help inform the major project.</p>	

6	Indicative Content
<p>You will explore the various different ways in which news can be presented whether through gaming or social platforms. This module will allow you to explore the different roles a reporter can play in the creation of the journalistic story and how audience perspectives can be developed, expanded and changed. You will be encouraged to explore industry innovations in news and the wider media industry to develop their areas of interest for a variety of different platforms.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Demonstrate a critical understanding of new innovative models of media, in order to enable the creation of frameworks of journalism texts and products.
2	Research, plan and evaluate entrepreneurial journalism and innovations, using analytical and reflective skills to evaluate individual performance.

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