1. **Title of the module**

JOUR8070 (JN807) Advanced Multimedia Storytelling

1. **Division or partner institution which will be responsible for management of the module**

Law, Society and Social Justice: Centre for Journalism

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

Co-requisite: JOURN8020 Practical Multimedia Journalism

1. **The programmes of study to which the module contributes**

MA Multimedia Journalism – optional module

MA in International Multimedia Journalism – optional module

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
2. Demonstrate a systematic understanding and a critical awareness of the current key concepts of news delivery for online platforms.
3. Demonstrate a comprehensive understanding of current thinking behind the economics of news delivery in different media and its implications for the industry.
4. Demonstrate a comprehensive understanding of the fundamental technologies used in the gathering, production and dissemination news in an online environment.
5. Demonstrate professional skills and originality in using new and established techniques to produce quality journalism in text, audio and video.
6. Produce properly structured multimedia journalism packages suitable for an international, national or regional audience.
7. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
8. Work effectively, exercising initiative and personal responsibility
9. Make informed decisions about deployment of resources in planning, gathering, producing and disseminating information in complex and unpredictable situations
10. Confidently use information technology to perform a range of complex tasks
11. Gather, organise and deploy information to formulate complex arguments confidently and cogently
12. **A synopsis of the curriculum**

Indicative topics are:

* Linear and non-linear narrative structures
* The use of online and open-source tool research and create journalism projects
* The power of interactivity. Putting the user in control of the story.
* Visualisation of data
* Borrowing from Hollywood: quick cuts, splits screens and non-traditional video packages
* Using crowdsourced material to develop and augment core reporting
* Techniques for adapting and creating journalism for mobile media
* How social media and reader interactivity is changing journalism and the legal, ethical, technical and editorial implications

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Flash Journalism: How to create multimedia packages, by Mindy McAdams (Focal Press 2005)

Supermedia: Saving Journalism so it can save the world, by Charlie Beckett (Wiley Blackwell, 2008)

We The Media by Dan Gillmor (O’Reilly Media 2006)

Multimedia Journalism: a practical Guide by Andy Bull (Routledge, 2010)

MediaActive: a user’s guide to finding, following and creating the news by Dan Gillmor (O’Reilly Media 2010)

Journalism Next: a Practical guide to digital reporting and publishing by Mark Briggs (CQ Press 2009)

1. **Learning and teaching methods**

Total Contact Hours: 24

Private Study Hours: 126

Total Study Hours: 150

1. **Assessment methods**
   1. Main assessment methods

Online Journalism Project (80%)

Project Diary (20%) \*

**Students must pass the project diary in order to pass the module overall.**

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Lectures | X | X | X |  |  |  |  |  | X |
| Workshops |  |  |  | X | X | X | X | X |  |
| Private study | X | X | X | X | X | X | X | X | X |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Project Diary | X | X | X |  | X | X | X | X | X |
| Online Journalism Project | X | X | X | X | X | X | X | X | X |

1. **Inclusive module design**

The School/Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Digital storytelling is a global subject, and many of the examples of professional work that we analyse in this module come from journalists outside the UK. Students will be encouraged to engage with journalism produced all over the world and think about how to package news for local, domestic and international markets.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Feb 2018