

MS3025 Online Journalism: Theory and Practice

Academic Year:	2020/1	Student Workload (hours)	
Module Level:	Year 3	Lectures	8
Scheme:	UG	Seminars	16
Department:	Media and Communication	Practical Classes & Workshops	
Credits:	15	Tutorials	1
		Fieldwork	
		Project Supervision	
		Guided Independent Study	116
		Demonstration	
		Supervised time in studio/workshop	9
		Work Based Learning	
		Placement	
		Year Abroad	
		Total Module Hours	150

Period: Semester 2
Occurrence: E
Coordinator:
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Group online journalism project (Re-assessment: individual reflection)	40				
002	Group presentation (10 minutes) (Re-assessment: individual reflection)	10				
003	Portfolio Part 1: Online Journalism Essay (1500 words) (Re-assessment: essay)	25				
004	Portfolio Part 2: Reflective commentary on group project and the marketing strategy (1500 words) (Re-assess: commentary)	25				

Intended Learning Outcomes

On completion of this module, students will:

- Demonstrate an understanding of some aspects of the theory and the practice of online journalism
- Produce journalistic content, in one or more formats
- Individually and collaboratively employ online journalism practices
- Demonstrate an understanding of the marketing, design and implementation of online journalism content

Teaching and Learning Methods

Lecturers, seminars, workshops, directed group project work and presentations (deliverable in various multi-media formats). An alternative reassessment in the form of an individual reflection of is provided in the case of a student's failure in the group work task.

Assessment Methods

Group online journalism project (700 words) - 40%
 Group presentation - 10%
 Portfolio Part 1: Online Journalism Essay (1500 words) - 25%
 Portfolio Part 2: Reflective commentary on group project and the marketing strategy (1500 words) - 25%

Pre-Requisites

Co-Requisites

Excluded Combinations

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Guided Independent Study: Indicative Activities

25 hours preparation for lectures, seminars, workshops;
11 hours consolidation after lectures, seminars, workshops;
50 hours assessment research, writing and construction;
30 hours wider reading on lecture topics and additional preparation for assignments