

Course Specification Document

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| Academic School/ Department: | Communication & The Arts |
| Programme: | MA in Public Relations and Journalism |
| FHEQ Level: | 7 |
| Course Title: | Journalism Practice |
| Course Code: | PRJ 7101 |
| Total Hours: | 200 |
| Timetabled Hours: | 39 |
| Guided Learning Hours: | 21 |
| Independent Learning Hours: | 140 |
| Credits: | |
| | 20 UK CATS credits |
| | 10 ECTS credits |
| | 4 US credits |

Course Description:

This course introduces the fundamental principles and tools involved in the practice of journalism. Students will focus on core journalism skills, in particular research, reporting and writing for different journalistic purposes. Students will also explore the news media landscape, examining different forms of journalism and considering how technological change has affected journalistic practice across the full range of media. The course also explores the workings of the relationship between the media and public relations and introduces students to the legal and ethical issues which affect the practice of journalism.

Prerequisites:

MA Public Relations and Journalism students only

Aims and Objectives:

- To explore critically key aspects of the practice of journalism and how it is evolving
- To analyse what makes a news story and identify, research and write news pieces for a variety of media platforms
- To prepare and write a range of feature and opinion material
- To conduct confident and productive interviews
- To develop an understanding of sub-editing and page design
- To examine and explore journalism's relationship with PR, which students study simultaneously

- To consider the legal and ethical issues affecting journalism

Programme Outcomes:

By the end of this course successful students will be able to C, D, F, G:

- C. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of journalism to multiple contexts
- D. Design and undertake substantial investigations addressing significant areas of practice, using selected and appropriate advanced approaches
- F. Evidence the ability to exercise initiative in organising, pursuing and reflecting upon both supervised and self-directed individual and/or team projects, while accepting full accountability for outcomes
- G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Identify, research and write clear and accurate short news stories in appropriate styles for a variety of audiences and platforms
- Prepare and write entertaining and relevant opinion and feature material
- Demonstrate interviewing skills
- Develop basic editing and design skills
- Demonstrate an understanding of how journalists and PR people interrelate
- Demonstrate an understanding of how news is produced and published and the relevant legal and ethical issues, and the differences and commonalities between journalism and PR.

Indicative Content:

- What is new and how do you find it
- How news is produced
- Researching news
- Interviewing skills
- Writing short form news for different platforms
- Writing features and opinion pieces
- Sub-editing and copy correction
- Design for newspapers and magazines
- Working with PR practitioners
- Legal and ethical issues

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities with external organisations will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual exercises, simulations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):

- De Burgh, H ed, *Making Journalists* (London, Routledge 2005) Franklin, B ed, *Pulling Newspapers Apart* (London, Routledge, 2008)
- Hanna, M & Dodd, M, *McNae's Essential Law for Journalists* (Oxford, OUP, 2012) Holmes, T et al, *The 21st Century Journalism Handbook* (London, Pearson 2012) Marr, A, *My Trade* (London, Pan Macmillan, 2005)
- Phillips, A, *Good Writing for Journalists* (London, Sage, 2006)

See syllabus for complete reading list

Change Log for this**CSD:**

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Registry Services |
|---|--|---|
| Re-wording of learning outcomes as advised by validation panel. | 24/11/2015 | |
| Revision – annual update | May 2023 | |
| Total hours updated | April 2024 | |
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