Module code: MOD005752	Version: 1 Date Amended: 23/Jan/2017

1. Module Title

Online Journalism

2a. Module Leader

Sarah Gibson Yates

2b. School

Cambridge School of the Creative Industries

2c. Faculty

Faculty of Arts, Humanities, Education and Social Sciences

3a. Level

5

3b. Module Type

Standard (fine graded)

4a. Credits

15

4b. Study Hours

150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The module aims to develop your skills in web-based journalism and online media production using a range of online media formats. Through a series of topic led discussions, reading, class exercises and small project briefs you will examine the language and practice of new/digital media and reflect on its uses. Online Journalism is presented as a distinct practice involving the use of a variety of writing styles from multimedia content to interactive and social media. The course includes examples from factual and non-factual content and addresses a range of topics including fake/false news, blogging, vlogging, the rise of the image driven web, implications of media sharing, online communities, citizen journalism, personal online profile management, digital storytelling, working with images, building a freelance career.

6b. Outline Content

Working with images

Writing styles and blogging

Video sharing and vlogging

Implications of media sharing

The rise of the image driven web

Digital storytelling

Convergence

Hyperlocal journalism

Niche or specialist journalism

Citizen journalism

Fake/false news

Ethics

Personal profile management

Building a freelance career

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Identify and critically address the distinct practice of online journalism as a creative media practice in a fast-changing digital ecology.
2	Knowledge and Understanding	Explore and curate online content through reflective analysis, and use this research to design original work.
3	Intellectual, practical, affective and transferrable skills	Strategically and creatively design an online space from concept presentation to launch.
4	Intellectual, practical, affective and transferrable skills	Practice and develop creative and technical skills in online journalism and web-based media arts.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	24	1-4	1 x 2 hour seminar workshop per week
Student managed learning	126	1-4	Independent viewing, reading and writing
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	80 (%)	Fine Grade	30 (%)

Final Project: Curated and original content presented in individual online space 2000 words equivalent

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	20 (%)	Fine Grade	30 (%)

Critical Commentary and Evaluation 1000 words

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]