

MODULE: INTRODUCTION TO PRINT MEDIA

Code	BAJH-1-1-09
Semester:	I (Fall)
Stage:	I (Foundation)
Theme:	Journalism Production Skills
Assessment Weighting:	Exam 60% Assignment 40%
Number of Credits:	2 semester credits / 3 quarter units. This is a half module.

INTRODUCTION

This introductory module will be taught in year one and is designed to introduce students to a variety of print article genres and formats. It also introduces students to newspaper practice and the routines of the modern newsroom.

MODULE AIMS

Students will learn how and why certain article formats and conventions developed, will begin to produce a variety of article types and will get an insight into the working life of the print journalist.

MODULE LEARNING OUTCOMES

This module delivers / supports the following programme learning outcomes:

- **Formulate and complete a wide range of media based assignments and project work to a high standard, demonstrating a capacity for critical evaluation and professional**
- **Demonstrate a capacity for professional competence.**
- Apply ethical standards to their work.

It does this by specifically ensuring that on module completion, students will be in a position to:

- Produce a variety of articles, which comply with space and time restrictions
- Discuss with confidence the work of print journalists and modern newspaper practice.

ASSESSMENT METHODS

Coursework will consist of a number of practical print journalism assignments and group work on the production of a printed publication. The module will also be assessed by exam (60%). The exam will consist of essay type questions, which will assess the student's knowledge of a journalistic techniques and the newspaper industry.