

A black and white photograph of a vintage typewriter. The typewriter is the central focus, with its keys and mechanical parts visible. The text is overlaid in a bold, orange, sans-serif font. The background is slightly blurred, showing what appears to be a desk or office environment.

Transforming the journalism curriculum

**Jonny Greatrex
Programme Director
Multimedia Journalism**

Who
What
When
Where
Why
How

**But not in
that order...**



Who?

2008 - Trainee reporter,
Birmingham Post and Mail

2010 - Multimedia journalist, BPM
Media

2013 - Multimedia editor, BPM
Media

2014 - Digital development editor,
Birmingham Mail

Sept 2015 - Senior lecturer in
journalism, CCCU

Jan 2016 - Programme director
Multimedia journalism, CCCU



Credit: Trinity Mirror

What?

BA Multimedia Journalism

Single honours / 25 students per level

Highly practical programme

**Professionally accredited by the Broadcast
Journalism Training Council**

Accreditation requirements

Designed in mid-2000s



School of
MEDIA,
ART & DESIGN

BA
Multimedia
Journalism



Why?

Industry

Student feedback

Pedagogy

For the students

Industry



Journalism industry developing rapidly

Some skills become obsolete - Page design / compulsory shorthand

Others become vital - social media monitoring / mobile journalism / audience analytics

From traditional content published somewhere new to new conventions changing traditional media

Pedagogy



PGCAP

Threshold concepts (Meyer & Land, 2003)

- News writing
- Story finding

Constructive alignment (Biggs, 2003)

- Programme level alignment weak



Student feedback

Programme lacked coherence

- Four mini-programmes running parallel

Media law modules

- “dry and boring”

Optional modules from other programmes lacked relevance

MMJ September 2015

Year 1

Radio	TV	Print	Online	Media Law	Option
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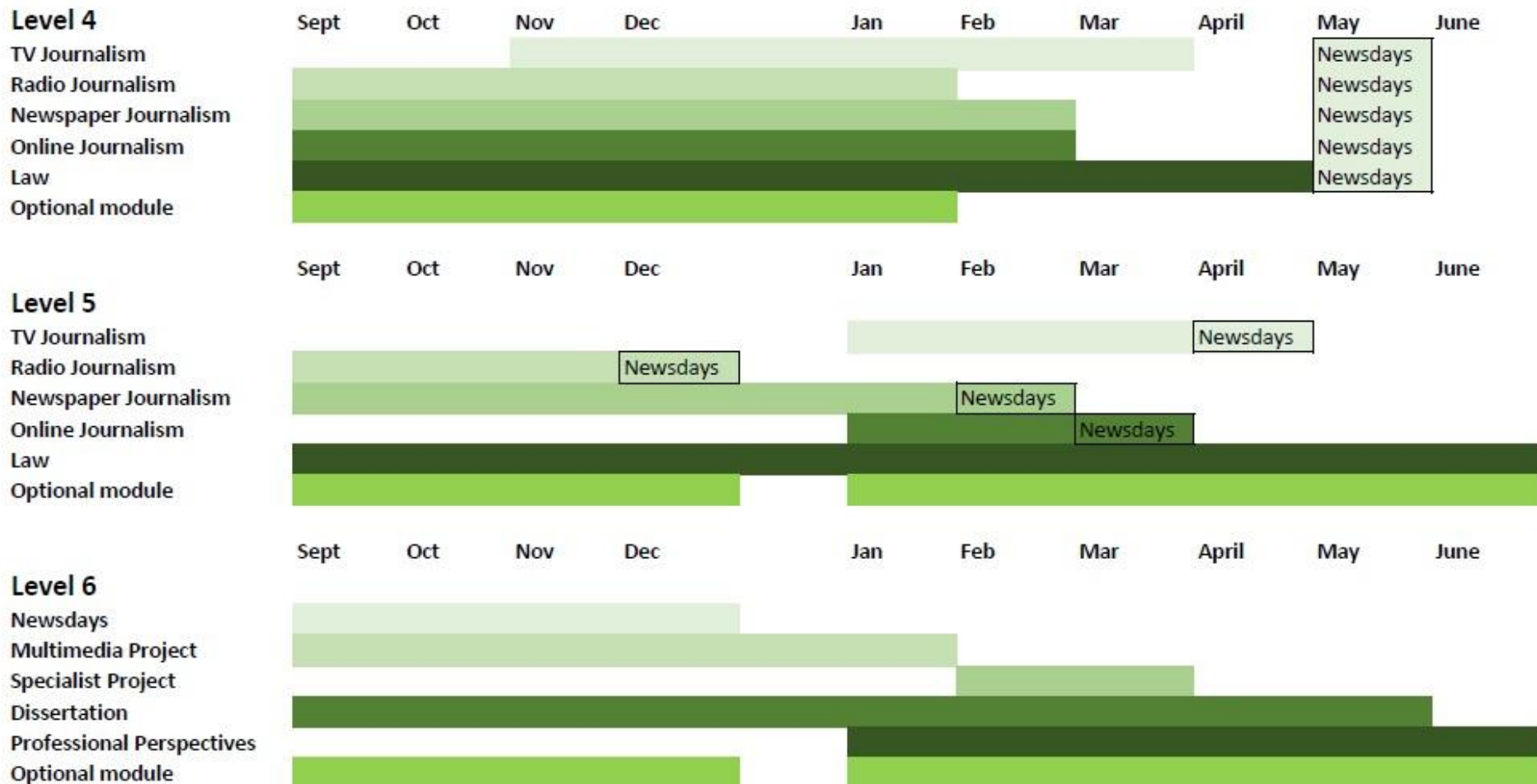
Year 2

Radio	TV	Print	Online	Media Law	Option
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Year 3

Multimedia Project (Online)	Specialist Project (TV, radio, print)	Newsdays (15 full days)	Dissertation	Professional Perspectives	Option
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Multimedia Journalism course structure 2015



How?

Why?

Three new modules at level 4 <ul style="list-style-type: none">- Journalism: Writing- Journalism: Story Finding	Level 4 modules focussed around threshold concepts Foundation for achievement
<ul style="list-style-type: none">- Introduction to Journalism	Provides space to induct students into Higher Education and journalism profession
New 40 credit two semester level 5 module 'Multimedia Journalism' replaces print and online modules	Removes obsolete skills Provides space to introduce new skills Consistency for students
Expanded level 6 newsday module to 40 credits	Reflects amount of time students are required to invest in the module
Piloted Flipped Classroom approach in Media Law	High impact pedagogy Provides more time in session for active learning

When? MMJ September 2017

Year 1

Semester 1			Semester 2		
Introduction to Journalism	Journalism: Writing	Radio Journalism	Journalism: Story Finding	TV Journalism	Media Law (Flipped)

Year 2

Semester 1		Semester 2		
Radio	Media Law (Flipped)	Multimedia Journalism (40 credit, all year) (Part Flipped)	TV	Option

Year 3

Semester 1		Semester 2		
Multimedia Project	Specialist Project	Newsdays (40 credit, all year)	Dissertation	Professional Perspectives

Reflections



Transformation is draining, tedious and dull

Did we rush this?

Will it work?

What would we change?

It's a pretty good first attempt

Potential model 2

Year 1

Year 2

Year 3

Semester 1	Semester 2
Journalism - 360 credits	