



Bournemouth
University

Faculty of Media
& Communication

International Summer School

Journalism and AI

14-27 July 2025



www.bournemouth.ac.uk/summer2025



What will you study

This summer school will offer a two-week immersive introduction to the changing world of journalism. Using artificial intelligence tools as well as learning core journalism skills, you will create content for a range of online platforms including social media, podcasts, video, and our award-winning news website.

This course will demystify the use of AI in journalism, providing hands-on experience with generative tools for newsgathering and content production. It will cover ethical considerations, practical applications, and the future of AI for journalistic storytelling. Delivered by experts and media practitioners, the course will also serve as an introduction to Bournemouth University's innovative MA Multimedia Journalism programme, which integrates AI into its curriculum.

Journalism & AI course

- Learn core journalism skills including video and radio news production
- Understand the use of AI in journalism, including social media storytelling
- Utilise generative tools for audio, video and textual content production
- Comprehend the ethical considerations and challenges associated with AI and journalism.

The £2,500 fee for the course includes:

- Six hours of activities each day
- Study in dedicated, high-end facilities
- Industry visit
- Social activities
- Organised excursions to London and the Jurassic Coast
- Accommodation, breakfast and lunch included
- Use of relevant university facilities, including free Wi-Fi
- Airport transfers.*

* Offered during specified time period on arrival day. If you are arriving outside this time, we are happy to arrange alternative transport with additional fees.



Making friends

Bournemouth is a very lively and cosmopolitan town, with lots of ways to enjoy yourself and relax away from your studies.

During the week we will organise activities to help you settle in and make new friends. You will have time to enjoy games on the beach, sightseeing trips to London and places of historical and cultural interest.

Every Friday night throughout the summer there is a free firework display over Bournemouth Pier which is an amazing spectacle!



Where you will stay

You will stay in Bournemouth University campus accommodation with a range of catering options provided. The accommodation also has its own kitchen which you are free to use if you would like to share national dishes with your new friends.

Broadband is available in every room and there is Wi-Fi throughout the university.



Why choose BU?

- **Benefit from hands-on experience:** Practical sessions with evolving AI tools and state-of-the-art production facilities
- **Interact with experts and innovative media practitioners:** Learn from experts actively working in the field
- **Ethics focus:** In-depth discussions on the ethical implications of AI in journalism
- **Future orientation:** Insights into the evolving landscape of AI in journalism
- **Pathway to MA:** Experience a taster of BU's award-winning MA Multimedia Journalism course
- Study on the stunning Jurassic Coast



Bournemouth is a thriving town on the beautiful south coast of England. It's easy to find your way around and is less than two hours from London Heathrow Airport.



Ranked by Tripadvisor as the location of one of the best beaches in the UK, Bournemouth is home to a vibrant international community, great shopping, an array of watersports – and a Premier League football team. In the surrounding area, you'll find the UNESCO World Heritage Jurassic Coast and the breathtaking New Forest, which you could explore during your Summer School visit.

For more information and how to apply, please visit:
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