



SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) Media and Journalism
Interim Award	BA Media and Journalism
Interim Award	DipHE Media and Journalism
Interim Award	CertHE Media and Journalism
Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	Bower Ashton Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible for Programme	Faculty of Arts Creative Industries & Education
Department Responsible for Programme	ACE Dept of Film & Journalism
Apprenticeships	
Mode of Delivery	Full-time
ENTRY REQUIREMENTS	UCAS Tariff Points: For the current entry requirements see the UWE public website.
For Implementation From	1 Sep 2019
ISIS Code/s	Programme Code P521-SEP-FT-BA-P521 Other codes: JACS Journalism HECoS 100000: Undefined UCAS SLC

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES	
1. (Programme) Overview (c. 400 words)	
To develop knowledge and understanding of a range of media forms, industries and processes and their role within contemporary culture and society.	
2. Educational Aims (c. 4-6 aims)	
To introduce students to a range of concepts, debates, theories and approaches appropriate to the study of media, culture and society.	
3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)	
Programme (Learning) Outcomes (POs)	
Knowledge and Understanding	
A1	Key aspects of the historical formation of contemporary forms of media and journalism.
A2	The evaluation and use of theoretical and interpretative frameworks for the study of media and journalism in rigorous, systematic and imaginative ways.
A3	The ways in which media communication and culture is produced and consumed in different professional and cultural contexts in everyday life.
A4	Approaches and methodologies for analysing and interpreting media texts in relation to diverse professional contexts and audiences.
A5	The relationships between media, culture, and technology, and the role they play in citizenship, democracy and global systems of power.
A6	Media and journalism practice including cross-media forms of writing and production, within a critical and exploratory context.
A7	The design and realisation of sustained critical and creative research projects.
A8	Relevant work environments including entrepreneurial and freelance skills.
A9	The ways in which systems of media production and consumption work to promote or inhibit the wider goals of sustainability.
Intellectual Skills	
B1	Read academic and other texts carefully and critically.
B2	Analyse complex media products and cultural processes within their relevant contexts
B3	Extract and present key ideas and significant content from complex material.
B4	Formulate research questions and, in the light of these, identify, organize diverse and complex discursive and numerical material ie. locate, select, synthesis, précis and evaluate.
B5	Present complex ideas with clarity in writing, verbally, diagrammatically and by using other media.
B6	Construct coherent arguments.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

B7 Reflect upon and articulate their own cultural identity and positioning in relation to an increasingly cosmopolitan and global context.

B8 Develop critical and creative solutions in response to problems identified within their subject specialisms.

Subject/Professional Practice Skills

C1 A technical and creative confidence in the use of industry standard hardware and software in the production of one or more key digital media forms.

C2 A critical understanding of significant aspects of contemporary media culture, its institutions, economics, histories, geographies, politics, ethics, practices and lived experiences.

C3 The ability to initiate, plan and execute a substantial, innovative, project in cultural research or digital media production relevant to their chosen specialism.

C4 The understanding of, and ability to select and adapt, qualitative and quantitative research methods according to audience and context.

C5 The ability to work collaboratively in the production of cultural research and digital media production relevant to their chosen specialism.

C6 The ability to produce cultural criticism and research in written, oral, and audiovisual form, using languages and conventions appropriate to audience and context, including rigorous citation and referencing.

Transferable Skills and other attributes

D1 Communicate effectively in writing and verbally.

D2 Engage with local and global issues both as citizens and apprentice professionals and so increase their intercultural awareness.

D3 Engage with significant ethical issues raised by the changing nature of contemporary media and journalism.

D4 Work independently on complex tasks.

D5 Organise and self-direct substantial projects.

D6 Access and evaluate bodies of information from diverse sources.

D7 Develop information literacy and numeracy skills.

D8 Manage time and work effectively within given limits.

D9 Use appropriate information technology effectively for research, presentation, and media production.

D10 Work as a supportive member of a team or group.

D11 Demonstrate self reflexivity in their own work and that of others.

PART B: Programme Structure**1. Structure**

Year 1

The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Code	Module Title	Credit	Type
UABAKA-30-1	Civic Journalism 2019-20	30	Compulsory
UABN66-30-1	Introduction to Digital Media 2019-20	30	Compulsory
UABN6A-30-1	Introduction to Journalism and Public Communication 2019-20	30	Compulsory
UABALG-30-1	Newsgathering 2019-20	30	Compulsory

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Code	Module Title	Credit	Type
UABN65-30-2	Advanced Digital Media 2020- 21	30	Compulsory
UABASW-30-2	Digital Communication Management 2020-21	30	Compulsory
UABN4T-30-2	Researching Journalism and Public Communication 2020-21	30	Compulsory
UABPRN-30-2	Visual Journalism 2020-21	30	Compulsory

Year 3

The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory Module Choice A

The student must take 30 credits from the modules in Compulsory Module Choice A.

Students must choose one of the following modules, but they cannot choose both.

Code	Module Title	Credit	Type
UABN5Y-30-3	Independent Project 2021-22	30	Optional
UABPMG-30-3	Journalism Dissertation 2021-22	30	Optional

Year 3 Compulsory Module Choice B

Students select between 30 and 60 credits from Compulsory Module Choice B. Students must select at least one of the following modules and may choose to take both.

Code	Module Title	Credit	Type
UABN63-30-3	Newsroom Practice 2021-22	30	Optional
UABN64-30-3	Work Experience 2021-22	30	Optional

Year 3 Optional Modules

The student must take between 30 and 60 credits from the modules in Optional Modules, which could include UABN63-30-3 Newsroom Practice Or UABN64-30-3 Work Experience.

Code	Module Title	Credit	Type
UABN69-30-3	Activism and the Media 2021-22	30	Optional
UABN68-30-3	Advanced Feature Writing 2021-22	30	Optional
UPCAGW-30-3	Games, Simulation and Media 2021-22	30	Optional
UABN6B-30-3	Journalism Innovations 2021-22	30	Optional

PART C: Higher Education Achievement Record (HEAR) Synopsis

Students on the programme develop the high level communication skills required to produce material for a variety of audiences and in a range of formats. They hone their individual voice in a range of testing modules to become accomplished media producers. They are also challenged to achieve academic skills in the critical analysis of texts and research methodologies. They gain an understanding of ideas about the role of media in society, its history and potential future pathways. The modules ensure a breadth of knowledge to support students in their future career aspirations.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

QAA UK Quality Code for HE

Framework for higher education qualifications (FHEQ)

Subject benchmark statements

Strategy 2020

University policies

PART E: REGULATIONS

Approved to University Regulations and Procedures.