University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Journalism and Public Relations Project					
Module Code	UABAHT-30-3		Level	3	Version	2
Owning Faculty	ACE		Field	Broadcast and Journalism		
Contributes towards	BA (Hons) Journalism BA (Hons) Journalism and Public Relations					
UWE Credit Rating	30	ECTS Credit Rating	15		Module Type	Project
Pre-requisites	Broadcast Journalism 2 UACAJM-30-2 or Visual Journalism UACPRY-30-2 Researching Journalism UACAJP-15-2		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	NA		
Valid From	September 2012		Valid to	September 2018		

CAP Approval Date	June 1, 2012

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: • demonstrate a high degree of autonomy as an independent scholar/media or campaign producer able to motivate themselves and produce work to deadlines (assessed through elements 1 and 2 of Component A); • implement appropriate production/research decisions for a specific project (assessed through all elements of Component A); • demonstrate a sophisticated understanding of the form/content of their chosen project (assessed through all elements of Component A); In addition, for those students undertaking a live industry brief • Work to a brief and to transmission deadlines
Syllabus Outline	Students will start to develop their portfolios from semester one encouraged through tutorials with their personal tutor to evaluate and develop individual specific strengths and interests. The module will start with one group session where students will pitch

	ideas for their portfolios in order to develop synergies and construct production teams. Students will also be invited to work on 'live industry briefs' where the mutuality of their learning aims and the industry project is compatible.
Contact Hours/Scheduled Hours	This will be aggregated across the two semesters at approx 1 hour per week. When a student takes on a live brief, the nature of the contact will be different and partially dictated by and integrated into the industry requirement.
Teaching and Learning Methods	**Scheduled learning** Contact time (tutorial) with a supervisor will be on a weekly or bi-weekly basis through semester one to ensure students are on track with their individual projects. Dissertation students will receive additional workshops on scholarly research and writing techniques. Tutorials will continue in semester two on a customised schedule. **Independent learning** • Where appropriate students will be required to meet in their production teams/industry producers outside of class time for pre-production preparation • Where appropriate students will be required to travel within Bristol and area for production purposes. • Where appropriate students will be required to take refresher technical workshops to supplement their production skills. • Where appropriate students will be required to spend time reading scholarly texts
Reading Strategy	Core (essential) reading is required for this module and will be indicated from the outset in the module handbook via the module information on MyUWE or by the module tutors. Additional core readings that facilitate exercises and stimulate discussion (and are brief) may be clearly identified during the run of the module, e.g., a topical news article. Students will be given clear guidance on how to access these readings. Digital access will be the preferred option. Further reading is advisable for this module and students are encouraged to explore additional texts held in the library. These include a wide variety of print and online resources. The Library Service's web pages provide access to subject relevant resources and services, and to the library catalogue. A current list of indicative titles of relevance to the module is given in the module handbook and revised annually. Guidance will be provided about how to access further reading and how students can identify relevant sources for themselves. To support students' development of information literacy skills, academic staff and the subject librarian will regularly review provision and support in line with current reading strategies.
Indicative Reading List	Students will be given a customised reading list by their supervisors relevant to their projects.

Part 3: Assessment

Assessment Strategy	
	Students will be asked to produce a portfolio of work They will be assessed on their mastery of the technology where appropriate, evidence of editorial judgement, understanding of the genre/project brief requirements, team working and time management skills.
	For the project proposal, students will be assessed on its overall coherence, and suitability for their chosen medium in addition to evidence of in-depth research and understanding of audiences.
	Dissertation students will be further assessed on their ability to define a coherent and practicable topic within Journalism Studies, clearly identify research questions to structure enquiries; and gather, organise, present and

	interpret and evaluate research; construct clear and persuasive arguments supported with appropriate examples and produce work to required length and high presentation standards.
	Workshops and tutorials will provide students with opportunities for further (non assessed) formative assessment.
	If a student works on a live industry brief, the commissioning company will be asked to comment on their work through using a standard feedback pro-forma.
	Students will be encouraged to work in cross-disciplinary production teams across all Departmental areas.

Identify final assessment component and element	Project Portfolio A1	

	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Project Portfolio	80
2. Project Pitch/Dissertation proposal	20
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Project Portfolio	80
2. Project Pitch/Dissertation proposal	20
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	