



## **Programme Specification**

### **Journalism [Bower]**

Version: 2022-23, v0,

#### **Contents**

<b>Programme Specification</b> .....	<b>1</b>
<b>Section 1: Key Programme Details</b> .....	<b>2</b>
Part A: Programme Information .....	2
<b>Section 2: Programme Overview, Aims and Learning Outcomes</b> .....	<b>3</b>
Part A: Programme Overview, Aims and Learning Outcomes .....	3
Part B: Programme Structure.....	7
Part C: Higher Education Achievement Record (HEAR) Synopsis .....	7
Part D: External Reference Points and Benchmarks .....	8
Part E: Regulations .....	9

## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Journalism [Bower]

**Highest award:** MA Journalism

**Interim award:** PGCert Journalism

**Interim award:** PGDip Journalism

**Awarding institution:** UWE Bristol

**Affiliated institutions:** Not applicable

**Teaching institutions:** UWE Bristol

**Study abroad:** Yes

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

**Department responsible for the programme:** ACE Dept of Creative & Cultural Industries, Faculty of Arts Creative Industries & Education

**Contributing departments:** Not applicable

**Professional, statutory or regulatory bodies:**

Broadcast Journalism Training Council (BJTC)

**Apprenticeship:** Not applicable

**Mode of delivery:** Full-time

**Entry requirements:** For the current entry requirements see the UWE public website.

**For implementation from:** 01 September 2021

**Programme code:** P50012

## Section 2: Programme Overview, Aims and Learning Outcomes

### Part A: Programme Overview, Aims and Learning Outcomes

**Overview:** The overall aim of the MA Journalism programme is to enable students to develop skills, knowledge and understanding in digital journalism across all multi-media platforms, alongside an understanding of the local and global political, economic and media contexts in which journalists work. Its utility to students will stem from a fully immersed engagement with digital production technologies combined with writing and production skills ensuring graduates of this programme are employable across a range of communication industries in the public and private sector. The award is designed to be accredited by the Broadcast Journalism Training Council, and the modules and award structure reflect the commitment to achieving professional standards as detailed by the industry, alongside academic and theoretical perspectives designed to produce reflective practitioners.

**Educational Aims:** To enable students to develop skills, knowledge and understanding in journalism across print, screen and web platforms reflecting its converged, multiplatform delivery.

To enable to students to originate and develop story ideas, drawing from traditional and novel news agendas and showing due sensitivity to what the audience might expect.

To provide opportunities to learn ethically-informed advanced professional skills in journalism, including relevant software.

To equip students with practical journalistic production skills including a knowledge of writing, subbing or reversioning copy for different news organisations, audiences, platforms and purposes.

To enable students to inform their journalism practice with a critical understanding of

standard frameworks established in law, industry regulation, professional guidelines and ethical concerns in different national and international contexts.

To develop students' understanding of the political economy and organisation of journalistic practice and news operations within the broader context of the media industries.

To develop students' ability to pursue high level journalistic investigations.

To establish a questioning and intellectually challenging basis for the study of theory and practice of journalism.

To recognise issues relating to employment and self employment in relation to current, and changing, industry/professional needs.

To give students the opportunity to gain professional experience of multimedia journalism through work placement within the industry.

Students' information literacy skills will be supported and developed throughout the programme.

### **Programme Learning Outcomes:**

On successful completion of this programme graduates will achieve the following learning outcomes.

### **Knowledge and Understanding**

- A1. The evaluation and use of theoretical and interpretative frameworks employed in the study of journalism in an interactive digital media sphere
- A2. Specialist strategies and focused research methods for investigative journalistic enquiries using a wide range of methods, databases and sources within accepted legal and ethical constraints
- A3. Contemporary practice within the print, television, radio and online industries, the technologies currently used alongside the genres, codes and conventions in common use

- A4. Local and international media accountability systems and their role in the relationship between state, citizen and journalist
- A5. The context of both of the British, European legal and international legal regimes as this affects newsgathering and publication, and of contemporary ethical and regulatory constraints conditioning the performance of journalism including a knowledge of the international and legal constraints within which journalism is practiced
- A6. The concepts and theories of Journalism leading to strategic thinking and critical analyses of practices in the field within the broader context of the media industries
- A7. Knowledge and understanding of related work environments including entrepreneurial and freelance skills
- A8. The importance of interdisciplinary approaches to practice

### **Intellectual Skills**

- B1. Read academic and other complex texts closely, analytically and critically
- B2. Analyse genres of news discourse with rigour and insight
- B3. Construct coherent and defensible arguments
- B4. Present complex ideas with clarity in writing verbally, diagrammatically and by using other media
- B5. Manage and control diverse and complex discursive and numerical material i.e.: locate, select, synthesise, précis and evaluate
- B6. Identify key questions, issues and debates central to the profession and to undertake analyses of their implications in Journalism
- B7. Develop critical and creative solutions in response to problems identified within their subject specialisms

### **Subject/Professional Practice Skills**

- C1. The ability to plan and manage individual and group-based, creative, research and production projects to a given brief, deliver them to deadline and evaluate the effectiveness of the processes employed
- C2. To demonstrate awareness of professional standards and practices and the ability to evaluate their own performance

- C3. Acquire knowledge of the full range of regulatory codes and ethical practices governing best professional practice in journalism
- C4. Strengthen their employment prospects through in depth knowledge of multimedia skills
- C5. Become active learners through researching information from multiple sources and developing their abilities in enquiry and problem based learning
- C6. Become reflective learners through assessments designed to self-critique and peercritique work
- C7. Integrate their practical skills with a critical understanding and flexibility of thought to enable adaptation to change across a student's lifetime

### **Transferable Skills and other attributes**

- D1. Communicate effectively in writing and verbally
- D2. Engage in local and global issues both as citizens and apprentice professionals through their study and practice of journalism and so increase their intercultural awareness
- D3. Engage with significant ethical issues raised by the changing nature of contemporary journalism such as privacy, intellectual property, freedom of speech, the politics of media ownership in national, regional and international contexts etc
- D4. Work independently on complex tasks
- D5. Organise and self-direct substantial projects
- D6. Access and evaluate bodies of information from diverse sources
- D7. Be comfortable with advanced information literacy and numeracy skills
- D8. Manage time and work effectively within given limits
- D9. Use appropriate information technology effectively for research, presentation, and journalistic production
- D10. Work as a supportive member of a team or group
- D11. Demonstrate self reflexivity in their own work and that of others

- D12. Specific Life Skills: Self-confidence, Self-expression, Self-criticism  
 Networking - within industry/community Pitching ideas, Project management, ability to work individually and within teams, Co-operation  
 Time management, Criticality, Analytical skills Awareness of cultural diversity in global context

## Part B: Programme Structure

### Year 1

The student must take 180 credits from the modules in Year 1.

### Year 1 Compulsory Modules

The student must take 180 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UABAYS-15-M	Advanced Media Law 2022-23	15
UABAYT-15-M	Introduction to Media Law 2022-23	15
UABAK6-15-M	Investigative Journalism 2022-23	15
UABAYD-60-M	Journalism MA Portfolio 2022-23	60
UABAYG-15-M	Journalism Writing 2022-23	15
UABAYC-30-M	Multimedia Journalism 1 2022-23	30
UABAK8-30-M	Multimedia Journalism 2 2022-23	30

## Part C: Higher Education Achievement Record (HEAR) Synopsis

Graduates are able to:

demonstrate skills, knowledge and understanding in journalism across print, screen and web platforms reflecting its converged, multiplatform delivery.

originate and develop story ideas, drawing from traditional and novel news agendas and showing due sensitivity to what the audience might expect.

demonstrate ethically-informed advanced professional skills in journalism, including relevant software.

understand standard frameworks established in law, industry regulation, professional guidelines and ethical concerns in different national and international contexts.

understand the political economy and organisation of journalistic practice and news operations within the broader context of the media industries.

#### **Part D: External Reference Points and Benchmarks**

University Mission and Vision: The university strategy guiding developments at Faculty level are at this link

<http://www1.uwe.ac.uk/aboutus/visionandmission/strategy/strategydocuments.aspx>

Subject benchmarks: Curriculum content, development and progression and teaching and learning approaches within this programme are in line with QAA subject benchmark recommendations for Communication, Media, Film and Cultural Studies. These include the breadth and depth of knowledge being offered, the coherence of the programme's structure, and the use of a wide range of teaching and learning models and assessment practices.

SEEC Southern England Consortium for Credit Accumulation and Transfer Credit - Level Descriptors have been consulted in the design of the learning outcomes.

University teaching and learning policies.

Staff research and professional expertise: All members of the Journalism teaching team are engaged in research or professional practice and engage with a wide range of professional contacts and published work to inform the academic content of this programme.

Employer interaction/feedback: Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a broad range of commercial



and non-commercial organisations within the fields of journalism, media and the creative industries. We have also drawn on advice from our industry contacts in the development of this programme.

Two recent reports spell out the need for graduates with the skills we will develop in this programme: “The Fuse. Igniting High Growth for Creative, Digital and Information Technology Industries in the UK”, Council for Industry and Higher Education (CIHE), September 2010 contains the following key points:

The technology and content industries currently contribute £102 billion in gross value added to the UK economy. Reportedly 80% of the US’s productivity advantage over the UK is derived from better use of digital technology.

Over 2.5 million employees and freelancers work in the content and technology industries in the UK. The growth in the number of people working in technology occupations has run at twice the UK average over the past eight years and forecast employment growth to 2018 is four times the UK average.

UK Higher Education must enable a broader range of mature students to retrain for Creative, Digital and IT industries and fill its skills gaps.

Accordingly, the programme has been designed with those recommendations and guidance statements at the forefront of the curriculum. The programme has been designed in consultation with the BJTC and representatives from the Journalism sector in Bristol.

In line with the University’s strategy to embed principles of employability at all levels of the curriculum, modules will include live briefs set by partners negotiated through partners such as the BBC, Bristol LMC, Bristol Post etc.

### **Part E: Regulations**

Approved to University Regulations and Procedures and in accordance with Academic Regulation G2.3R the British Journalism Training Council (BJTC) requires that there is no condonement or compensation applied to any module.

