



University of the
West of England

ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data			
Awarding Institution	University of the West of England		
Teaching Institution	University of the West of England		
Delivery Location	City Campus		
Study abroad / Exchange / Credit recognition			
Faculty responsible for programme	ACE		
Department responsible for programme	Film & Journalism		
Modular Scheme Title	Humanities Undergraduate Modular Scheme		
Professional Statutory or Regulatory Body Links	Broadcast Journalism Training Council accreditation from 2015 to 2018		
Highest Award Title	BA (Hons) Journalism		
Default Award Title	N/A.		
Fall-back Award Title			
Interim Award Titles	BA Journalism Diploma in HE Journalism Certificate in HE Journalism		
UWE Progression Route	N/A		
Mode(s) of Delivery	FT / PT		
Codes	UCAS: P500	JACS:	
	ISIS2: P50A	HESA:	
Relevant QAA Subject Benchmark Statements	Communications, Media, Journalism and Cultural Studies		
First CAP Approval Date	01/06/2012	Valid from	September 2012
Revision CAP Approval Date	24/06/2013, 05/02/2015	Revised with effect from	September 2015
Version	2.0		
Review Date			

Part 2: Educational Aims of the Programme

Overall Aim

The overall aim is to enable students to develop skills, knowledge and understanding in journalism across all 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 up to date 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 complies fully with guidelines issued 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.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Students on BA (Hons) Journalism develop industry-standard news production skills across a variety of platforms using the latest equipment. They develop skills in the sourcing, interrogation, editing and dissemination of material in print and on radio, TV and online. They are also challenged to achieve academic skills in the critical analysis of texts and research methodologies. They gain an understanding of different ideas about the role of journalism in society, its history and potential future pathways. The modules ensure a breadth of knowledge to support students in their future career aspirations.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Specific Aims

To enable students to develop skills, knowledge and understanding in digital 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 establish a critical approach to both the practice and study of journalism.

To equip students with practical journalistic production skills including 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 complex tasks in an independent and self-disciplined manner across multiple disciplines.

To prepare students for future careers which require a high level of analytical and communication skills.

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.

Special Features

Multimedia/Broadcast News Days, which operate at all three levels of the Journalism degree, require students to work as an integrated team, replicating the day to day activities of print, broadcast and multimedia news professionals. Students will, during the course of their studies, take on all the roles (for example, reporter, producer, director, news reader, camera operator) necessary to produce a news broadcast for both television and radio and online.

Part 3: Learning Outcomes of the Programme

	Module No: UABALG-30-1	Module No: UABAKA-30-1	Module No: UABAUJ-30-1	Module No: UABN6A-30-1	Module No: UABAJL-30-2	Module No: UABAJM-30-2	Module No: UABN4T-30-2	Module No: UABAKB-30-2	Module No: UABPMH-30-3	Module No: UABN4S-30-3	Module No: UABN67-30-3	Module No: UABN69-30-3	Module No: UABN6B-30-3	Module No: UABN68-30-3	Module No: UABPMG-30-3
Learning Outcomes:															
A) Knowledge and understanding of:															
To enable students to develop skills, knowledge and understanding in digital journalism across print, screen and web platforms reflecting its converged, multiplatform delivery.		X	X			X			X	x	x	X	x		
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.	x	X	X			X	x	X	X	x	x		x	x	
(B) Intellectual Skills															
To establish a critical approach to both the practice and study of journalism				x			X				X	X	X		x
To develop students' understanding of the political economy and organisation of journalistic practice and news operations within the broader context of the media industries			x	x			x				X	x	X		x
(C) Subject/Professional/Practical Skills															
To equip students with practical journalistic production skills including knowledge of writing, subbing or reversioning copy for different news organisations, audiences, platforms and purposes	x	X	X		x	x			X	X	X	x	X	X	
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	x	X	X	x	x	x		X	X	X	X			X	

Part 3: Learning Outcomes of the Programme

To give students the opportunity to gain professional experience of multimedia journalism through work placement within the industry										x	X						
(D) Transferable skills and other attributes																	
To develop students' ability to pursue complex tasks in an independent and self-disciplined manner across multiple disciplines		X	X							x	x	X	X	X			
To prepare students for future careers which require a high level of analytical and communication skills	X	X	X						X	X	X	X	X	X	X	X	x
To recognise issues relating to employment and self-employment in relation to current, and changing, industry/professional needs			X						X	x	x		x	X			

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

On the BA (Hons) Journalism programme teaching is a mix of essays, written examinations, practical portfolios, industry case studies, reflective diaries, presentation/pitch, research projects, research proposal, critical appraisals and supervision of live briefs.

A: Scheduled = 35.7%
B: Independent = 61.3%
C: Placement = 3%

Scheduled hours in total = 1728

S1:

Scheduled hours: 288

Average over 24 weeks: 12

NB: This does not include 24 PAL hours.

L2

Scheduled hours: 288

Average over 24 weeks: 12

L3

Scheduled hours: 288

Average over 24 weeks: 12

Scheduled learning may include lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning: may include a practice placement or other placement but this is not automatic

Description of the teaching resources provided for students

1) Multimedia/Broadcast News Days operate throughout and require students to work as an integrated team, replicating the day to day activities of print, broadcast and multimedia news professionals. Students will, during the course of their studies, take on all the roles (for example, reporter, producer, director, news reader, camera operator as necessary) to produce a news broadcast for both television and radio.

2) Students will be offered industry live briefs as a means of completing coursework. Strong partnerships with key journalism enterprises in Bristol ensure opportunities for placements/internships and knowledge exchange.

Part 4: Student Learning and Student Support

3) Multimedia journalism studios ensure students are taught in a state of the art, facility. There is a commitment to update these regularly in line with current industry standards.

4) Staff expertise covers recent and relevant industry practice across all journalistic platforms for national and international producers.

Description of any Distinctive Features

- Practical induction to the programme, its lecturers and resources
- Central engagement with the contemporary media in its local, national and global contexts
- Strong emphasis placed on acquiring the skills, attributes, behaviours and knowledge to think entrepreneurially and build templates to manage a portfolio career and the ability to operate as a freelancer
- Innovative approaches to critical and creative learning, including blended learning, student-led research and extensive practice and field-work.
- Comprehensive handbooks, readers, manuals, and online resources for all modules
- Tutorials and online forums for student support and communication
- Industry standard specialist media production facilities and resources.
- Expert technical instructors
- Strong links with the regional public relations, media and creative industries
- Work placement and experience opportunities
- A wide range of teaching and learning strategies and modes of assessment
- A strong emphasis on the development of technical, critical and creative skills and aptitudes.

Part 5: Assessment

Delete one of the following statements as appropriate

A: Approved to [University Regulations and Procedures](#)

Part 5: Assessment

Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

Students will be assessed in a range of ways appropriate for the learning outcomes. These will include, but are not limited to, production of written and broadcast material; solo and group work; work produced under supervised conditions and in their own time. Students will be able to demonstrate an ability to communicate across different platforms and to a variety of briefs and audiences. The ability to work on their own or in groups will be tested at every level in different environments.

Teaching will take place, but is not limited to, lectures, workshops, seminars, one-to-one meetings, field trips and exams. There will also be an expectation that work will be carried out under their own direction outside of the classroom, with appropriate academic support. Students will have a clear pathway that enables them to build on skills and develop their abilities as modules, years and the programme progresses. Modules link both laterally, in terms of sharing ideas across the same year so students can make connections and embed particular skills, and horizontally so that they can see how the programme builds a corpus of knowledge.

It is intended that students engage with workplace learning environments from an early stage in their university career. They will be supported to seek work placements and this will be assessed in Level 3. That support will take the form of scheduled teaching sessions, online information and utilizing university networks; co-ordinated by the programme leader.

Assessment Map

The programme encompasses a range of **assessment methods** including written assignments, presentations, written examinations and practical skills assessment. These are detailed in the following assessment map:

Assessment Map for BA (Hons) Journalism

		Type of Assessment*										
		Unseen Written Exam	Open Book Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Attendance	Report / Project	Dissertation	Portfolio
Compulsory Modules Level 1	Module No UABALG-30-1 Newsgathering								(A) 10	(A) 90		
	Module No UABAKA-30-1 Civic Journalism	(A) 25							(A) 10	(A) 65		
	Module No UABAJJ-30-1 Introduction to Broadcast								(A) 10	(A) 90		
	Module No UABN6A-30-1 Introduction to Journalism and Public Communication						(A) 25	(B) 65	(A) 10			
	Module No									(A)		

Part 5: Assessment

Compulsory Modules Level 2	UABAJL-30-2 Broadcast Journalism 1								100
	Module No UABAJM-30-2 Broadcast Journalism 2				(A) 30				(B) 70
	Module No UABN4T-30-2 Researching Journalism & Public Communication					(A) 25	(B) 75		
	Module No UABAKB-30-2 Media Regulation and Law	(A) 50						(B) 50	
Compulsory Modules Level 3	Module No UABPMH-30-3 Advanced Broadcast Journalism 1				(A) 30				(B) 70
	Module No UABN4S-30-3 Advanced Broadcast Journalism 2						(A) 30		(A) 70
Optional Modules Level 3	Module No UABN67-30-3 Final Year Project						(A) 20		(A) 80
	Module No UABN69-30-3 Activism and the media					(A) 50	(B) 25		(B) 25
	Module No UABN6B-30-3 Journalism Innovations						(B) 30		(A) 70
	Module No UABN68-30-3 Advanced Feature Writing						(A) 100		
	Module No UABPMG-30-3 Journalism Dissertation								(A) 100

*Assessment should be shown in terms of either **Written Exams**, **Practical exams**, or **Coursework** as indicated by the colour coding above.

Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including:
 level and credit requirements
 interim award requirements
 module diet, including compulsory and optional modules

ENTRY	Year 1	Compulsory Modules	Optional Modules	Interim Awards
		Module number: UABALG-30-1 Module name: Newsgathering	None	Credit requirements 120 – Certificate in Higher Education Other requirements::
Module number: UABAKA-30-1 Module name: Civic Journalism				
Module number: UABAJJ-30-1 Module name: Introduction to Broadcast Journalism				
Module number: UABN6A-30-1 Module name: Introduction to Journalism and Public Communication				
Year 2	Compulsory Modules	Optional Modules	Interim Awards	
	Module number: UABAJL-30-2 Module name: Broadcast Journalism 1	None	Credit requirements 240 – Diploma in Higher Education	
	Module number: UABAJM-30-2 Module name: Broadcast Journalism 2			
	Module number: UABN4T-30-2 Module name: Researching Journalism and Public Communication			

	Module number: UABAKB-30-2 Module name: Media Regulation and Law		
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Year out: None

Year 3 ↓	Compulsory Modules	Optional Modules	Interim Awards
	Module number: UABPMH-30- Module name: Advanced Broadcast Journalism 1	Module number: UABN67-30-3 Module name: Final Year Project Excluded from taking with Journalism Dissertation	Target/highest: BA(Hons) Default title: BA Credit requirements: BA (Hons) – 360 BA - 300
	Module number: UABN4S-30-3 Module name: Advanced Broadcast Journalism 2	Module number: UABN69-30-3 Module name: Activism and the Media	
		Module number UABN6B-30-3 Module name: Journalism Innovations	
		Module number: UABN68-30-3 Module name: Advanced Feature Writing	
		Module number: UABPMG-30-3 Module name: Journalism Dissertation Excluded from being taken with Final Year Project	

GRADUATION

Part time:

The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student**.

ENTRY Y1

Compulsory Modules: Newsgathering UABALG-30-1 Civic Journalism UABAKA-30-

Optional Modules

There are no optional modules at this stage of the award

Interim Awards: None

Y2

Compulsory Modules Journalism and Society UABAJK-15-1 Introduction to Broadcast Journalism UABAJJ-30-1

Optional Modules

There are no optional modules at this stage of the award Interim Awards

Credit requirements 120 – Certificate in Higher Education

Y3

Compulsory Modules

Broadcast Journalism 1 UABAJL-30-2 Broadcast Journalism 2 UABAJM-30-2

Optional Modules

There are no optional modules at this stage of the award

Interim Awards: None

Y4

Compulsory Modules

Researching Journalism and Public Communication UABN4T-30-2 Media Regulation and Law UABAKB-30-2

Optional Modules

There are no optional modules at this stage of the award

Interim Awards: Credit requirements 240 – Diploma in Higher Education

Y5

Compulsory Modules

Advanced Broadcast Journalism 1 UABPMH-30-3 Advanced Broadcast Journalism 2 UABN4S-30-3

Optional Modules:

No options to be offered

Interim Awards: None

Y6

Optional Modules: Final Year Project UABN67-30-3

Activism and the Media UABN69-30-3

Journalism Innovations UABN6B-30-3

Advanced Feature Writing UABN68-30-3

Interim Awards: Target/Highest BA(Hons) Default title: BA

Credit requirements BA (Hons) – 360 BA – 300

GRADUATION

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions:

All students will be interviewed on application.

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

Part 8: 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. These can be found at www.seec.org.uk/.../seec-credit-level-descriptors-2010-revised-2004

University teaching and learning policies: A full description of the regulations and policies governing student learning and teaching can be found at <http://acreg.uwe.ac.uk/>

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

Part 8: Reference Points and Benchmarks

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. (<http://www.cihe.co.uk/wp-content/themes/cihe/document.php?file=1009TheFuse.pdf>) 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.

What methods have been used in the development of this programme to evaluate and improve the quality and standards of learning? This could include consideration of stakeholder feedback from, for example current students, graduates and employers.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the [University's website](#).