PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE
Teaching Institution	UWE
Delivery Location	UWE, City Campus
Study abroad / Exchange / Credit recognition	Broadcast Journalism Training Council accreditation from 2015 to 2018
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education
Department responsible for programme	Film and Journalism
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA(Hons) Journalism
Default Award Title	*N/A*
Interim Award Titles	BA Journalism Diploma in HE Journalism Certificate in HE Journalism
UWE Progression Route	.
Mode of Delivery	FT/PT
ISIS code/s	**ISIS2: P50A**
For implementation from	September 2016

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 the programme develop industry-standard news production skills across a variety of platforms using the latest equipment. The 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.

Regulations

Approved to University Regulations and Procedures

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UABALG-30-1	UABAKA-30-1	UABAJJ-30-1	UABN6A-30-1	UABAJL-30-2	UABAJM-30-2	UABN4T-30-2	UABAKB-30-2	UABPMH-30-3	UABN4S-30-3	UABN67-30-3	UABN69-30-3	UABN6B-30-3	UABN68-30-3	UABPMG-30-3
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		
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
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: 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

Level 1	Compulsory Modules	Optional Modules	Interim Awards
	UABALG-30-1 Newsgathering	None	Cert HE Journalism
	UABAKA-30-1 Civic Journalism		Credit requirements 120 at L1
	UABAJJ-30-1 Introduction to Broadcast Journalism		
	UABN6A-30-1 Introduction to Journalism and Public Communication		

Level 2	Compulsory Modules	Optional Modules	Interim Awards
	UABAJL-30-2 Broadcast Journalism 1	None	DipHE Journalism
	UABAJM-30-2 Broadcast Journalism 2		Credit requirements 240 at L1 and above
	UABN4T-30-2 Researching Journalism and Public Communication		
	UABAKB-30-2 Media Regulation and Law		

Level 3	Compulsory Modules	Optional Modules	Interim Awards
	UABPMH-30-3 Advanced Broadcast Journalism 1	UABN67-30-3 Final Year Project *Excluded from taking with Journalism Dissertation*	BA Journalism
			Credit requirements: 300 at L2 and above
	UABN4S-30-3 Advanced Broadcast Journalism 2	UABN69-30-3 Activism and the Media	
		UABN6B-30-3 Journalism Innovations	
		UABN68-30-3 Advanced Feature Writing	
		UABPMG-30-3 Journalism Dissertation *Excluded from being taken with Final Year Project*	Highest Target: BA(Hons) Journalism

Credit requirements: 360 at L2 and above |

GRADUATION

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

Y1
UABALG-30-1 Newsgathering
UABAKA-30-1 Civic Journalism

Interim Awards: None

Y2
UABAJJ-30-1 Introduction to Broadcast Journalism
UABN6A-30-1 Introduction to Journalism and Public Communication

Interim Award: Credit requirements 120 – Cert HE Journalism

Y3
UABAJL-30-2 Broadcast Journalism 1
UABAJM-30-2 Broadcast Journalism 2

Interim Award: None

Y4
UABN4T-30-2 Researching Journalism and Public Communication
UABAKB-30-2 Media Regulation and Law

Interim Awards: Credit requirements 240 – Dip HE Journalism

Y5
UABPMH-30-3 Advanced Broadcast Journalism 1
UABN4S-30-3Advanced Broadcast Journalism 2

Interim Award: None

Y6
Optional Modules:
UABN67-30-3 Final Year Project *
UABN69-30-3 Activism and the Media
UABN6B-30-3 Journalism Innovations
UABN68-30-3 Advanced Feature Writing
UABPMG-30-3 Journalism Dissertation*

Excluded combinations

Interim Awards: Credit requirements– 300 - BA Journalism

Highest Target - Credit requirements– 360 - BA (Hons) Journalism

GRADUATION

Part 5: 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 6: Reference Points and Benchmarks

QAA UK Quality Code for HE
      -Framework for higher education qualifications (FHEQ)
      -Subject benchmark statements
      -Qualification characteristics for Foundation degrees
Strategy 2020
University policies

S*taff 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. (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.