



## PROGRAMME SPECIFICATION

Part 1: Information	
<b>Awarding Institution</b>	UWE
<b>Teaching Institution</b>	UWE
<b>Delivery Location</b>	UWE, City Campus
<b>Study abroad / Exchange / Credit recognition</b>	
<b>Faculty responsible for programme</b>	Faculty of Arts, Creative Industries and Education
<b>Department responsible for programme</b>	Film and Journalism
<b>Professional Statutory or Regulatory Body Links</b>	
<b>Highest Award Title</b>	BA(Hons) Journalism
<b>Default Award Title</b>	N/A
<b>Interim Award Titles</b>	BA Journalism Diploma in HE Journalism Certificate in HE Journalism
<b>UWE Progression Route</b>	.
<b>Mode of Delivery</b>	<i>with Foundation Year</i> - FT/PT
<b>ISIS code/s</b>	<b>ISIS2: P50A</b> P50F13 (FT/PT),
<b>For implementation from</b>	September 2017

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### 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.

Level 0 consists of four year-long 30 credit modules in which the main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future pathway in English, English with Writing, English and History, English and English Language, History, English Language and Linguistics, Creative and Professional Writing, Media and Cultural Production, Film Studies, Film Studies and Literature, Liberal Arts, Journalism, Journalism and Public Relations, or Media and Journalism. **Academic Skills in Arts and Humanities (UPCNA7-30-0)** will act as a “spine” to the year, supporting the other three modules through a variety of assessment methods, including a reflective journal. Students will be encouraged to develop as reflective learners and to understand the importance of the UWE graduate attributes. The teaching methods are designed to engage students and develop their core skills and confidence.

#### 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. 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.

#### Regulations

Approved to [University Regulations and Procedures](#)

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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
<b>A) Knowledge and understanding of:</b>															
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>(B) Intellectual Skills</b>															
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
<b>(C) Subject/Professional/Practical Skills</b>															
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					

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**Part 3: Learning Outcomes of the Programme**

<i>Learning Outcomes:</i>	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
<b>(D) Transferable skills and other attributes</b>															
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	

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### 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	Compulsory Modules	Optional Modules	Interim Awards
Level 0	UPCNA7-30-0 Academic Skills for Arts and Humanities  UPCNA8-30-0 Bristol, Arts and Culture  UPCNA9-30-0 Thoughts, ideas and myths: past, present and future  UPCNAE-30-0 Extended Project	None	120 credits at Level 0  Successful completion of all level 0 modules required to permit progression to level 1.
Level 1	UABALG-30-1 Newsgathering  UABAKA-30-1 Civic Journalism  UABAJJ-30-1 Introduction to Broadcast Journalism  UABN6A-30-1 Introduction to Journalism and Public Communication	None	Cert HE Journalism  Credit Requirements: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0
Level 2	UABAJL-30-2 Broadcast Journalism 1  UABAJM-30-2 Broadcast Journalism 2  UABN4T-30-2 Researching Journalism and Public Communication  UABAKB-30-2 Media Regulation and Law	None	DipHE Journalism  Credit requirements: 360 credits At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.

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	Compulsory Modules	Optional Modules	Interim Awards
Level 3	UABPMH-30-3 Advanced Broadcast Journalism 1	UABN67-30-3 Final Year Project <i>Excluded from taking with Journalism Dissertation</i>	BA Journalism  Credit requirements: 420 credits At least 60 credits at level 3 or 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 <i>Excluded from being taken with Final Year Project</i>	At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.  <b>Target Award:</b> BA(Hons) Journalism  Credit requirements: 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.

## GRADUATION

### Part time:

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

Y1

UPCNA7-30-0 Academic Skills for Arts and Humanities  
UPCNA8-30-0 Bristol, Arts and Culture

Y2

UPCNA9-30-0 Thoughts, ideas and myths: past, present and future  
UPCNAE-30-0 Extended Project

Interim Awards: None

Y3

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

Interim Awards: None

Y4

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

Interim Award: Credit requirements 120 – Cert HE Journalism

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Y5

UABAJL-30-2 Broadcast Journalism 1

UABAJM-30-2 Broadcast Journalism 2

Interim Award: None

Y6

UABN4T-30-2 Researching Journalism and Public Communication

UABAKB-30-2 Media Regulation and Law

Interim Awards: Credit requirements 240 – Dip HE Journalism

Y7

UABPMH-30-3 Advanced Broadcast Journalism 1

UABN4S-30-3 Advanced Broadcast Journalism 2

Interim Award: None

Y8

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

	<b>Compulsory Modules</b>	<b>Optional Modules</b>	<b>Awards</b>
<b>Level 0</b>	Y1 UPCNA7-30-0 Academic Skills for Arts and Humanities  UPCNA8-30-0 Bristol, Arts and Culture		120 credits at Level 0  Successful completion of all level 0 modules required to permit progression to level 1.
	Y2 UPCNA9-30-0 Thoughts, ideas and myths: past, present and future  UPCNAE-30-0 Extended Project		
<b>Level 1</b>	Y3 UABALG-30-1 Newsgathering  UABAKA-30-1 Civic Journalism		Cert HE Journalism  Credit Requirements: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0
	Y4 UABAJJ-30-1 Introduction to Broadcast Journalism  UABN6A-30-1 Introduction to Journalism and Public Communication		

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<b>Level 2</b>	<p>Y5 UABAJL-30-2 Broadcast Journalism 1</p> <p>UABAJM-30-2 Broadcast Journalism 2</p>		<p>DipHE Journalism</p> <p>Credit requirements: 360 credits At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.</p>
	<p>Y6 UABN4T-30-2 Researching Journalism and Public Communication</p> <p>UABAKB-30-2 Media Regulation and Law</p>		
<b>Level 3</b>	<p>Y7 UABPMH-30-3 Advanced Broadcast Journalism 1</p> <p>UABN4S-30-3 Advanced Broadcast Journalism 2</p>		<p>BA Journalism</p> <p>Credit requirements: 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.</p> <p><b>Target Award:</b> BA(Hons) Journalism</p> <p>Credit requirements: 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.</p>
	<p>Y8</p>	<p>UABN67-30-3 Final Year Project *</p> <p>UABN69-30-3 Activism and the Media</p> <p>UABN6B-30-3 Journalism Innovations</p> <p>UABN68-30-3 Advanced Feature Writing</p> <p>UABPMG-30-3 Journalism Dissertation*</p> <p><i>*Excluded combinations</i></p>	
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](#)

*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. (<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.

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## FOR OFFICE USE ONLY

First CAP Approval Date	21 March 2017	<a href="#">link to RIA</a>	
Revision CAP Approval Date		Version 2	<i>Link to RIA</i>
Next Periodic Curriculum Review due date	September 2018		
Date of last Periodic Curriculum Review			