Programme Specification

Journalism (Audio Docs and Podcast) [Bower]

Version: 2024-25, v1.0, 31 Jan 2024

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Journalism (Audio Docs and Podcast) [Bower]

Highest award: MA Journalism (Audio Docs and Podcast)

Interim award: PGCert Journalism (Audio Docs and Podcast)

Interim award: PGDip Journalism (Audio Docs and Podcast)

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CATE School of Arts, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time

Entry requirements:

For implementation from: 01 September 2021

Programme code: P50L12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This production-based course has been designed in partnership with Bristol Factual, the BBC's award winning documentary and factual programme unit. It offers high quality training across practical radio and audio making and multi-platform production, with the aim of equipping a new generation of programme makers with flair and creativity combined with industry knowledge and business acumen as well as first class production skills and technical know-how.

The main thrust is narrative audio making but it also encompasses media production across radio and digital platforms and aspects of journalism Particular emphasis is placed on developing a deep understanding of narrative alongside the analysis of the codes and conventions of different genres - across the spectrum of factual broadcasting from short features to min doc to long form documentary. This underpins students' understanding of creative and innovative editorial design and enables them to examine the representation of reality in a wider context of media and society.

A fundamental aim of the award is to enable students to develop a keen nose for strong, relevant ideas and the practical ability to turn content into intelligent, surprising and entertaining stories that will draw audiences and inspire them to engage with the world. To this end, students learn journalism skills, research skills alongside creative idea generation, editorial content design, writing treatment and pitch documents. They also learn interviewing techniques and communication skills that will enable them to get the best from contributors and presenters.

Alongside, students conceive of, research, plan, make and deliver a series of projects, which introduce and develop key understandings and frameworks, practices and skills. Some projects are collaborative with other MA Programmes and can be rapid turnaround exercises; others are more substantial group productions. As well as a range of technical, team working and craft skills, including broadcast standard audio recording, digital editing and pre and post-production workflows, these projects are also designed to build critical understandings and skills in narrative design.

Features of the programme: The BBC Factual Unit based in Bristol are key collaborators the design and delivery of the programme. Staff from BBC Factual in Bristol will deliver specialist knowledge via master-classes, guest lectures, seminars and workshops, will design 'real world' practice assignments as part of the assessments and give feedback on performance.

Educational Aims: To provide a flexible curricular framework in which students can develop specialist areas of knowledge, research and professional practice.

To equip students with the research and planning skills necessary to undertake independent, innovative and sustainable projects. equipping students with the requisite skills for careers in multiple sectors.

To respond to complex issues and debates within the audio industries, including the impact of emerging technology, ensuring students are well-informed and well-equipped for future careers.

To engage with the community functions of storytelling, developing students' understanding of diversity, social equity and citizenship.

To provide an inclusive local and global approach to audio storytelling combining regional, national and international perspectives.

To support and enhance the region's creative economy through knowledge exchange, student engagement and volunteering.

To develop students' high level intellectual skills, including critical evaluation, conceptual thinking, problem-solving and self-directed learning as well as ensuring inclusivity.

To develop students' high level communication skills across diverse media (written, oral, web, audiovisual,) and for diverse audiences (academic, professional, specialist, nonspecialist).

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.

Programme Learning Outcomes

PO1.   Question, intellectually challenge and demonstrate their comprehensive understanding and study of audio documentary, podcast and factual media production

PO2.   Systematically examine and critique the distinctive characteristics of of audio documentary and podcast including: the role of the interview(er); reality and fiction; storytelling; the ethics, strategies and techniques of fieldwork.

PO3.   Originate and develop story ideas, drawing from traditional and novel news agendas and showing a critical awareness, new insights of and due sensitivity to what audiences might expect.

PO4.   Develop and display a comprehensive understanding T of techniques applicable to the effective development of production methodologies based upon an understanding of pre-production, production and post production

PO5.   Appraise own professional practice and plan for continuing professional development and design actionable personal development goals and deliver a career-related portfolio

PO6.   Inform and apply their practice with a critical understanding of standard frameworks established in law, industry regulation, professional guidelines and ethical concerns in different national and international contexts.

Assessment strategy: The Assessment Strategy for Journalism includes diverse methods of assessment to reflect the variety of learning methods and outcomes across a range of modules. A holistic timeline of learning and assessment within each Level utilizes diverse elements appropriate to different aspects of the discipline.

Presentations and essays encourage you to engage with scholarship. Group productions and individual rationales will transform you. Workbooks and portfolios allow you to learn creative writing through doing.

These appropriately-designed assessments make you a successful learner who can transform into an able graduate, ready to encounter real world challenges. You will be able to:

communicate ideas effectively as a critical thinker and undertake relevant research

(essays, rationales and presentations),

critically edit in a variety of written and production forms,

plan and produce live and as live production work as part of a team of creative professionals,

manage your own workload successfully (throughout your learning experience).

The Assessment Periods (January and April/May) allows a direct correlation between your learning from each semester and your opportunity to demonstrate and apply practice-oriented skills and scholarly- enquiry. This encourages you to progress and grow in confidence through an increasing awareness of your own capabilities. Crucially, it enables you to utilise the feedback within each semester, and also reducing your anxiety about progression and preparing you for your Final Major Project. As you progress through the programme the professional skills developed lend themselves to each cohort becoming a de-facto production company further build cohort identity.

All modules contain an element of critical engagement. This encourages collaborative working in classes throughout the year and is an opportunity for you to work on problem-solving and presenting ideas in small groups and pairs, Critical engagement works as a kind of step-by-step exposure to generating new ideas and responses to the field. Scholarly close reading, journalism writing, and professional production practices are at the core of the assessment approach to create agile and lifelong learners.

Our Assessments are authentic learning opportunities for you to build a set of competencies, subject knowledge, transferable skills and graduate attributes that will help to improve your opportunities for employment in the creative industries or higher study.

Assessment is an integral part of the teaching and learning process. The range of assessments indicated have been incorporated to:

Test the students' ability to integrate concepts, theories and practice;

Ascertain their learning strengths and weaknesses and continuing development needs;

Provide opportunities for formative assessment and feedback;

Expose them to a variety of assessment methods in order to promote the growth of their lifelong learning skills.

Forms of assessment commonly used in controlled and non-controlled conditions assessment are:

Invigilated timed assignments including examinations, presentations, in-class tests, portfolios of small experimental practical and written assignments, self-evaluations, individual and group projects and supervised mini-projects, practical projects, critical diaries, and work-based learning reports.. Academic writing and support for assignments will be embedded in the Professional Practice in Journalism module which runs across all three semesters

Knowledge and Understanding:

Assessment is primarily through course work, which takes the form of multi-platform newsdays and practical projects alongside other forms
journalistic writing. Other elements may include seminar presentations and written examinations under controlled conditions.
Throughout, students are encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.

Intellectual Skills:

A variety of assessment methods are employed to demonstrate the acquisition of intellectual skills. These include reflective critiques, essays, learning diaries, research reports, presentations, practical projects, case studies and exams.

Throughout, students are encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.

Subject, Professional and Practical Skills:

A variety of formative and summative assessment methods is employed to demonstrate the acquisition of subject and professional skills. These include newsdays, practical projects, writing portfolios, life briefs, learning diaries, research reports, presentations, and case studies. Throughout, students are encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.

Transferable Skills and other attributes:

Assessment of transferable skills is accomplished through a range of methods which may include written individual and group coursework, peer assessment, case studies, live briefs, practical projects, self-assessment, tests, presentations, and research essays.

Student support: Professional Practice week is an annual addition to UWE Journalism's academic timetable, where you can learn specific skills and gain advice and expertise from industry professionals. You can sign up for whichever masterclasses interest you. Previously these have included: enterprise skills, setting up as a freelancer, meet the experts from industry, being a producer and choosing a career

Journalism is part of UWE's City Campus Degree Show, which gives you the opportunity to present your   Final Year Project work for a public audience.

Employers, freelancers and industry experts are invited back by UWE Journalism to the City Campus to share their experiences with you and to spot talent..

All Journalism staff hold weekly drop-in office hours to enable you to meet with them to talk about any queries you have about your learning and assessment. Journalism technical instructors work with academic staff to provide support and instruction in key aspects of audio and journalism production, such as digital editing, recording skills and uploading content to the web

In addition to Journalism staff, at UWE you'll have access to student advisers and Wellbeing services (who have trained counsellors on staff) for academic and pastoral support. Library staff are available not just for library tours and enquiries, but also study skills support, such as writing workshops.

The UWE Careers service offers a variety of support to you, not only when you're a student but also for 3 years after you graduate, for free. They run workshops and one-to-one sessions on preparing you for employment, such as building a CV, preparing for a job interview, auditing the skills you already have and setting your own goals. As well as helping you to gain valuable work experience and volunteering opportunities, UWE Careers also advertises creative industry employment opportunities for you when you are a student and after graduation.

With a variety of equipped computer rooms at the City Campus, you have access to the internet, your own UWE email address, and Blackboard. Blackboard is the teaching and learning site for all your modules and your programme of study. You'll find all the useful module and programme information there, from staff contact details to reading lists and assessment information.

In addition to the exciting extra-curricular opportunities organised by UWE Journalism, the Students Union runs a variety of clubs and societies that you can get involved with.

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 2024-25	15
UABAYT-15-M	Introduction to Media Law 2024-25	15
UABAUY-15-M	Journalism Collaborative Project 2024-25	15
UABAYC-30-M	Multimedia Journalism 1 2024-25	30
UABAYX-30-M	Podcasting and Programming 2024-25	30
UABAYY-60-M	Professional Practice in Journalism 2024-25	60
UABB3C-15-M	Radio Pre-Production 2024-25	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

Graduates will be self-reliant and connected by developing their practice to professional level by studying with staff, guests and leading figures from relevant industries. The programme will allow them to develop their abilities to network and forge their own creative identity, enhancing employability in audio/radio industries.

They will respond proactively to ethical considerations becoming globally responsible in their working life and have the acumen to make considered decisions on how their practice engages with a diverse range of communities. This graduate will be future-facing, digitally proficient and confident to adapt and respond to new developments in the ever-changing creative industries.

Part D: External Reference Points and Benchmarks

The subject of media practice does not have its own subject specific benchmark statement but is grounded in the defining principles of the Art & Design benchmark statement (particularly creativity, aesthetic sensibility, intellectual and critical enquiry, team-working, variety of research modes, and personal reflective learning). Above all, it is predicated on the need for practical and experiential learning. Curriculum content, development and progression and teaching and learning approaches within this programme are in line with QAA subject benchmark recommendations for Art and Design. 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. The programme also references in a limited way the Communication, Media, Film and Cultural Studies benchmark statement (especially sections 4.1 Communications, culture and society, 4.2 Histories, 4.3 Processes and practices, 4.4 Form and aesthetics, 5.1 Skills of intellectual analysis and 5.3 Research)

The SEEC Southern England Consortium for Credit Accumulation and Transfer Credit guidance and Level 7 descriptors have been consulted and adhered to wherever appropriate in the design of the learning outcomes within Programme and Module Specifications. These can be found at
 http://www.seec.org.uk/wp-content/uploads/2016/08/SEEC-descriptors-Dec10.pdf

Creative Skillset National Occupational Standards

The following Creative skillset National Occupational Standards are embedded in the design of the programme Radio Content Creation 2008; Directors 2003; Sound 2009: Editing 2007;) Senior Producers 2003; Broadcast Journalism 2009: Conduct an assessment of risks in the workplace and ensure own actions reduce risks to Health and Safety (Skillset NOS X3 and X3.5); Skillset NOS: Law & Compliance for Broadcasting 2010.

http://webarchive.nationalarchives.gov.uk/20090902230247/skillset.org/standards/standards/

This programme has taken into account of the UWE Learning Strategy 2020 , seeking to fulfil the core values of inclusivity in its admission policy and embed its learning centered values into the programme design

Part E: Regulations

A: Approved to University Regulations and Procedures

https://www1.uwe.ac.uk/about/departmentsandservices/professionalservices/student andacademicservices/regulationspoliciesquality/regulationsandprocedures.aspx.