



SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Interim Award	PGDip Journalism (Specialist Features)
Interim Award	PGCert Journalism (Specialist Features)
Highest Award	MA Journalism (Specialist Features)

Awarding Institution	UWE BRISTOL
Teaching Institution	UWE BRISTOL
Delivery Location	
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Arts Creative Industries & Education
Department Responsible For Programme	ACE Dept of Film & Journalism
Apprenticeships	
Mode of Delivery	Full-time

ENTRY REQUIREMENTS	<p>UCAS Tariff Points:</p> <p>Applicants should have an honours degree or equivalent, or relevant professional experience. Students must be able to demonstrate a passion for writing - across a range of media markets. Basic media production skills are desirable but not essential. In any case, students must be able to show that they are highly motivated about entering this field and are already engaged in media activity of some kind and are developing a portfolio of relevant experiences (e.g. volunteer work, politics, work experience, film making, audio production, writing, blogging, photography).</p>
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For Implementation From	1 Sep 2020
ISIS Code/s	Programme Code P50K Other codes: JACS Journalism HECoS 100000: Undefined UCAS SLC

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

1. (Programme) Overview (c. 400 words)

This skills-based course has been designed to offer high-quality training across the feature writing field with the aim of equipping a new generation of journalists with flair and creativity, combined with industry knowledge and business acumen as well as first-class writing skills.

The course has been specifically designed to deliver widening participation in feature/longform writing: to create greater potential for new talent from diverse backgrounds to enter the field. With this in mind, the course is not simply aimed at students pitching to mainstream media publications – it will also cover such areas as BAME and LGBTQ+ media outlets. The aim to give the best possible foundation for graduates to pursue a professional career in this specialist field by equipping them with a range of enterprise and technical skills and understandings that will enable them to work as feature writers both in a staff position and as a freelance journalist.

The emphasis is on students developing high-quality research and writing skills to allow them to produce a wide range of original features, including profiles, topical news features, colour pieces, investigative articles and issues-based features. They will develop their pitching, researching, writing and scripting skills in a range of formats, notably print, online and podcasting.

The main focus of the course is feature writing, but it also encompasses specialist writing across a range of platforms. The emphasis is on students developing their specialist knowledge in an area of interest to them, such as sport, music, travel or environment. This will build their employability skills across the creative industries and allow them to work as either staff journalists or freelancers.

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 attract audiences and inspire them to engage with the world. To this end, students learn writing and research skills alongside creative idea generation, as well as pitching skills. They also learn interviewing techniques and communication skills that will enable them to get the best from interviewees.

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 artefacts. These projects are designed to build critical understandings and skills in storytelling, as well as working as part of a team.

The course intends to make use of Bristol's influential position within the creative industries and invite people from all sectors of the media to deliver specialist knowledge via masterclasses, guest lectures, seminars and workshops, design 'real world' practice assignments as part of the assessments and give feedback on features.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

2. Educational Aims (c. 4-6 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 writing 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 creative 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 feature/long form writing, 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).

3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)

Programme (Learning) Outcomes (POs)

Programme Learning Outcomes

PO1	Question, intellectually challenge and demonstrate their comprehensive understanding and study of feature/long form writing, the media industry and its audiences
PO2	Systematically examine and critique the distinctive characteristics of feature writing: the role of the interview(er); reality and fiction; storytelling; the ethics, strategies and techniques of written journalism; specialist knowledge
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 of techniques and methodology applicable to the effective development of the feature and long form writing medium
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.

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 B: Programme Structure**1. Structure****Year 1**

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

Year 1 Compulsory modules

Code	Module Title	Credit	Type
UABAYS-15-M	Advanced Media Law 2020-21	15	Compulsory
UABAYT-15-M	Introduction to Media Law 2020-21	15	Compulsory
UABAU-15-M	Journalism Collaborative Project 2020-21	15	Compulsory
UABAYG-15-M	Journalism Writing 2020-21	15	Compulsory
UABAYC-30-M	Multimedia Journalism 1 2020-21	30	Compulsory
UABAYY-60-M	Professional Practice in Journalism 2020-21	60	Compulsory
UABB3D-30-M	Specialist Features 2020-21	30	Compulsory

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.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

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>

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/studentandacademicservices/regulationspoliciesquality/regulationsandprocedures.aspx>.