



Programme Specification

Journalism (Specialist Features) [Bower]

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Contents

Programme Specification.....	1
Section 1: Key Programme Details.....	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	2
Part A: Programme Overview, Aims and Learning Outcomes	2
Part B: Programme Structure.....	10
Part C: Higher Education Achievement Record (HEAR) Synopsis	10
Part D: External Reference Points and Benchmarks	11
Part E: Regulations	11

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Journalism (Specialist Features) [Bower]

Highest award: MA Journalism (Specialist Features)

Interim award: PGCert Journalism (Specialist Features)

Interim award: PGDip Journalism (Specialist Features)

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: Yes

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: P50M12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Features of the programme:

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 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).

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 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.

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 journalism production such as writing for the web, uploading content to the web, layout and design of print

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
UABAYG-15-M	Journalism Writing 2024-25	15
UABAYC-30-M	Multimedia Journalism 1 2024-25	30
UABAYY-60-M	Professional Practice in Journalism 2024-25	60
UABB3D-30-M	Specialist Features 2024-25	30

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>

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>.