PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE
Teaching Institution	UWE
Delivery Location	UWE , City Campus
Study abroad / Exchange / Credit recognition	
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 and Public Relations
Default Award Title	*N/A*
Interim Award Titles	BA Journalism and Public Relations DipHE Journalism and Public Relations CertHE Journalism and Public Relations
UWE Progression Route	.
Mode of Delivery	*with Foundation Year* - FT/PT
ISIS code/s	**ISIS2: PP52** PP5F13 (FT/PT),
For implementation from	September 2017

Part 2: Description

Overall Aim
The overall aim is to enable students to develop skills, knowledge and understanding in digital journalism across all multi-media platforms, alongside an understanding of the local and global political, economic and media contexts in which journalists and public relations professionals work. In addition the programme aims to prepare students for work in the public relations field in consultancy firms or corporations. Strategic thinking and critical analyses is emphasised throughout the programme along with on-going exposure and interaction with professionals. Its utility to students will stem from a fully immersed engagement with digital production technologies combined with writing and project management skills ensuring graduates of this programme are employable across a range of communication and publicity industries in the public and private sector.

Specific Educational Aims

. To ground students in the concepts and theories of Journalism, contemporaneously, historically and with a critical understanding of standard frameworks established in law, industry regulation, professional guidelines and ethical concerns in different national and international contexts.

. To ground students in the concepts and theories of Public Relations, leading to strategic thinking and critical analyses of practices in the field.

. To prepare students for future careers which require a high level of analytical and communication skills.

. To develop students' understanding of the political economy and organisation of journalistic and PR practice within the broader context of the media industries.

. To equip students with practical journalistic and public relations production skills including knowledge of a range professional and journalistic writing across platforms.

. To create practitioners who are proficient in new multi-platform technologies employed in the field now and in the future through extensive hands-on training with state-of-the-art equipment and software.

To prepare practitioners who are versatile in the acquiring of information, effective problem solvers and able to work with different groups of people in a global environment.

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 communication skills suitable for a wide range of careers. They produce material of the highest quality for a variety of audiences 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 and public relations 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	UABN6A-30-1	UABN5X-30-1	UABPRN-30-2	UABAJL-30-2	UABAH4-30-2	UABN4T-30-2	UABASW-30-2	UABN5W-30-3	UABN67-30-3	UABN5Y-30-3	UABN6B-30-3	UABN68-30-3	UABN63-30-3	UABN69-30-3	UABN64-30-3	UABPMG-30-3
A) Knowledge and understanding of:																		
conceptual frameworks employed in the study of journalism and public relations in an interactive digital media sphere			X	X			X	X					x			X		X
forms of communication studies: public relations / advertising / journalism / broadcasting	X	X		X			X	X	X	X	X	X	X	X	X	x	x	X
the importance of historical and national contexts in the study of journalism and public relations		X	X				X	X		X								
approaches and methodologies for analysing and interpreting genres of news, public relations and media discourses in relation to their production, reception and consumption				X		X		X		X	X	X	X					
the evaluation and use of theoretical and interpretative frameworks in rigorous, systematic and imaginative ways			X			X		X		X	X	X	X					X
knowledge and understanding of related work environments including entrepreneurial and freelance skills	X	X		X		X	X			X			X	X	X		X	
multimedia forms of writing and production such as script writing, video shooting and editing, sound production, event managing, and product campaigning and marketing					X	X				X	X	X	X		X			
a thorough knowledge and ability to operate within the context both of the British, European legal and international legal regimes as this affects newsgathering and international media accountability systems and their role in the relationship between state, citizen and journalist	x	X		x			X	X	X	X	X	X	X	X	X		X	
press work, and of contemporary ethical and regulatory constraints conditioning the performance of journalists and PR professionals				X		X	X	X	X	X	X	X	X	X	X	x	x	X
an understanding of how different social systems underpinning the production and consumption of media work to promote or inhibit the wider goals of sustainability			X	x			X	X		X	X	X	X			X	X	
the professional and ethical responsibilities of the communicator, wherever he/she may practice	X	x		x	X	X	X	X	X	X	X	X	X	X	X	x	X	

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UABALG-30-1	UABAKA-30-1	UABN6A-30-1	UABN5X-30-1	UABPRN-30-2	UABAJL-30-2	UABAH4-30-2	UABN4T-30-2	UABASW-30-2	UABN5W-30-3	UABN67-30-3	UABN5Y-30-3	UABN6B-30-3	UABN68-30-3	UABN63-30-3	UABN69-30-3	UABN64-30-3	UABPMG-30-3
(B) Intellectual Skills																		
read academic and other texts carefully and critically			X	X	X		X	X	X	X			X			X		X
analyse complex media products and cultural processes within their relevant contexts			X	X	X		X	X	X	X	X	X	X	X	X	x	X	X
extract and present key ideas and significant content from complex material	X	x	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X
formulate research questions and, in the light of these, identify, organize diverse and complex discursive and numerical material ie. locate, select, synthesis, précis and evaluate			X					X		X	X	X	X			X		X
present complex ideas with clarity in writing, verbally, numerically, diagrammatically and by using other media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x	X
construct coherent arguments	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	X
reflect upon and articulate their own cultural identity and positioning in relation to an increasingly cosmopolitan and global context		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	X
develop critical and creative solutions in response to problems identified within their subject specialisms		X		X	X	X	X		X	X	X	X	X	X	X	x		X
(C) Subject/Professional/Practical Skills																		
A technical and creative confidence in the use of industry standard hardware and software in the production of one or more key digital media forms	X	X			X	X				X	X	X	X		X	X		
A critical understanding of significant aspects of contemporary communications and media culture, its institutions, economics, histories, geographies, politics, ethics, practices and lived experiences			X	X			X	X	X	X	X	X	X		X	x	X	
The ability to initiate, plan and execute a substantial, innovative, project or pursue a live case study brief in public relations or digital media production					X	X		X	X	X	X	X	X	X	X	X		X
The understanding of, and ability to select and adapt, qualitative and quantitative research methods according to audience and context			X				X	X		X	X	X						X

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UABALG-30-1	UABAKA-30-1	UABN6A-30-1	UABN5X-30-1	UABPRN-30-2	UABAJL-30-2	UABAH4-30-2	UABN4T-30-2	UABASW-30-2	UABN5W-30-3	UABN67-30-3	UABN5Y-30-3	UABN6B-30-3	UABN68-30-3	UABN63-30-3	UABN69-30-3	UABN64-30-3	UABPMG-30-3
The ability to work collaboratively in the production of cultural research and digital media production relevant to their chosen specialism				x	X	X	X	X	X	X			X		X	x	X	
The ability to produce cultural criticism and research in written, oral, and audiovisual form, using languages and conventions appropriate to audience and context, including rigorous citation and referencing			X					X		X	X	X			X			x
(D) Transferable skills and other attributes																		
Writing in different forms	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x	X
Interviewing techniques (developing curiosity, competitiveness, social interaction)	x	X		X	X	X	X		X	X	X	X		X	X		x	
Social media skills	X	X					X		X	X	X	X	X	X	X	x	X	
Presentation			X	X	X		X	X	X	X			X		X	X	x	
Research skills	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x	X
Analytical criticism	x	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x	x
Multimedia software packages for editing, graphics and web media	X	X			X	X			X	X	X	X	X		X	X		
Lighting, sound recording, camera operation					X	X					X	X			X			
Data management and visualisation		X						X		X	x	X					x	
Ability to filter key information from complex reports	X	X	X	X	X	X	X	X	X	X	X	X	X	x	X	x	x	X
Basic understanding of statistical analysis, data synthesis		X		X			X	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 undergraduate 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	None
	Level 1	UABALG-30-1 Newsgathering UABAKA-30-1 Civic Journalism UABN6A-30-1 Introduction to Journalism and Public Communication UABN5X-30-1 Public Relations Skills		CertHE Journalism and PR :

		Compulsory Modules	Optional Modules	Interim Awards
	Level 2	UABPRN-30-2 Visual Journalism UABAJL-30-2 Broadcast Journalism 1 UABAH4-30-2 Reputation Management UABN4T-30-2 Researching Journalism and Public Communication UABASW-30-2 Digital Communication Management	None	Diploma in Higher Education Journalism and PR

	Compulsory Modules	Optional Modules	Interim Awards
Level 3	UABN5W-30-3 PR Consultancy Skills	UABN6B-30-3 Journalism Innovations UABN69-30-3 Activism and the Media UABN68-30-3 Advanced Feature Writing UABN63-30-3 Newsroom Practice UABPMG-30-3 Journalism Dissertation *Excluded from being taken with Independent Project* UABN64-30-3 Work Experience UABN5Y-30-3 Independent Project *Excluded from being taken with Journalism Dissertation*	BA Journalism and PR *300 credits at L2 and above* BA(Hons) Journalism and PR *360 credits 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.**

Y 1
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

Y3
UABALG-30-1 Newsgathering
UABAKA-30-1 Civic Journalism

Y4
UABN6A-30-1 Introduction to Journalism and Public Communication
UABN5X-30-1 Public Relations Skills

Interim Awards: Credit requirements 120 – Certificate in Higher Education

Y5
UABPRN-30-2 Visual Journalism
UABAJL-30-2 Broadcast Journalism 1
UABAH4-30-2 Reputation Management

Y6
UABN4T-30-2 Researching Journalism and Public Communication
UABASW-30-2 Digital Communication Management

Interim Awards: Credit requirements 240 – Diploma in Higher Education

Y7
UABN5W-30-3 PR Consultancy Skills

Optional Modules:
UABN6B-30-3 Journalism Innovations
UABN63-30-3 Newsroom Practice
UABN69-30-3Activism and the Media

Y8
Optional Modules:
UABPMG-30-3 Journalism Dissertation/ UABN5Y-30-3 Independent Project
UABN68-30-3 Advanced Feature Writing
UABN64-30-3 Work Experience

      Interim Award: BA Credit requirements 300

Highest Award: BA(Hons) Credit requirements 360

GRADUATION

Part 5: Entry Requirements

The University's Standard Entry Requirements apply

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 Media and 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

First CAP Approval Date	21 March 2017 link to RIA			
Revision CAP Approval Date		Version	2	*Link to RIA*
Next Periodic Curriculum Review due date	September 2018			
Date of last Periodic Curriculum Review				