

## Programme Specification

A Programme Specification provides a concise summary of the main features of a programme and its intended learning outcomes. It is intended to be used by prospective students, current students, academic staff and potential employers.

<b>Programme Title:</b>	
BA (Hons) Multimedia Journalism BA (Hons) Multimedia Journalism with Foundation Year	
<b>Programme (AOS) Code(s):</b>	BA1JOU1 BA1JOU4
<b>UCAS Code:</b>	JOU1 / JOU4
<b>Name of Final Award:</b>	Bachelor of Arts with Honours, BA (Hons)
<b>Level of Qualification:</b>	Level 6
<b>Regime of Delivery:</b>	Attendance
<b>Mode(s) of Delivery:</b>	Full time
<b>Typical Length of Study (Years):</b>	3 years or 4 years with Foundation
<b>Professional Body Recognition / Accreditation (including specific requirements where applicable):</b>	N/A

### Brief Description of the Programme

This course is aimed at students who want a career in journalism. It will give you a solid grounding in the practical skills needed to research, write produce and present material across all platforms — print, online and broadcast. While the course has been developed to produce all-rounders, you will have the opportunity to build a broad and attractive work portfolio on the platform and subject areas of choice.

The course develops key practical skills of research, writing and production across print, online and broadcast and as you progress, you will spend substantial time producing newspapers, magazines and websites, and audio and video content aimed towards publication and broadcast. You will work as closely as possible in 'real-world' situations, using industry-standard equipment under the guidance of tutors with current industry experience. The rest of the curriculum places journalism in an up-to-date social context and gives you an academic understanding of how journalism relates to the world. You will acquire solid knowledge of politics, business, economics, lifestyle journalism (e.g. fashion, health, entertainment), sport and a variety of other subject fields, which will help you make informed career choices.

The course has been devised to respond to ongoing change in an unpredictable industry, making it a stand-out choice. Graduates will be skilled multi-media journalists which will give you a head start when it comes to employability. The inclusion of news days, live briefs, and other opportunities for work-related learning with our partners and other leading organisations within the industry will enhance your application of knowledge and understanding of real-world contexts. You will be encouraged to actively apply for work placements and given support and guidance on this.

## Programme Aims

1	To provide students with a solid grounding in the written and professional skills needed to work as multi-media journalists
2	To give students an understanding of the political, economic and legal contexts of the environment in which they want to work
3	To expose students to a range of specialist areas of journalism, helping to guide career choice
4	To help students to develop the adaptable, creative and self-starting mindset needed by an unpredictable and constantly changing industry
5	To prepare students for the world of work by guiding them through the creation of an extensive work portfolio, helping to discover their own preferences and talents

## Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome
<b>Graduate Attribute: Knowledge and its application (K)</b>	
K1	Apply extensive research on a subject to produce engaging and balanced material for publication
K2	Write professional standard news copy for multi-media outlets (print, online, broadcast)
K3	Write engaging and in-depth features on a wide range of subjects for multi-media outlets (print, online and broadcast)
K4	Produce content to a professional standard using industry standard equipment and programmes
K5	Design a professional-standard news-based website using advanced production and craft skills
<b>Graduate Attribute: Creativity (C)</b>	
C1	Communicate at professional standard, using appropriate language with a range of audiences across all media outlets
C2	Communicate clearly complex and challenging material and concepts to a range of audiences
C3	Generate original, engaging and appealing ideas for a range of audiences
C4	Use technology to turn engaging ideas into creative content suitable for publication
C5	Design a clear concept for a website and produce original content which together is suitable for publication
<b>Graduate Attribute: Social and ethical awareness and responsibility (S)</b>	
S1	Critically evaluate abstract concepts that impact working journalists
S2	Apply professional ethics, legal and regulatory restrictions to all work produced
S3	Implement a socially responsible approach to new and unregulated areas of journalism
S4	Evidence current knowledge and understanding of ongoing editorial and regulatory issues
S5	Demonstrate understanding of the need to hold power to account in a fair and transparent manner

**Graduate Attribute: Leadership and self-development (L)**

L1	Demonstrate the ability to plan/form a future career in a chosen field
L2	Evidence the interpersonal skills involved in working as part of a production team
L3	Apply leadership skills and a positive work ethic
L4	Implement the organisation and management skills needed to work within time and budget constraints
L5	Manage the finances of a production process

**Programme Structure**

Programmes are structured in stages. The number of stages will vary depending on the mode (e.g. full-time, part-time), duration and location of study which will be detailed in the Programme Handbook.

Modules are set at a specific academic level and listed as either core (compulsory) or optional. The level indicates the relative academic difficulty which will increase through the programme. Passing modules will reward you with academic credit. The amount of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

**Foundation Level (Optional for students on degree programmes)**

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
FY033	Introduction to Journalism	30	C	Yes
FY026	Preparing for Success: Knowledge and Creativity	30	C	Yes
FY027	Preparing for Success: Self Development & Responsibility	30	C	Yes
FY028	Enquiry-Based Learning	30	C	Yes

**Level Four**

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
JN415	The World of Journalism	30	C	Yes
JN414	Research and Writing for Journalists	30	C	Yes
JN416	Introduction to Broadcasting	30	C	Yes
JN413	Media Contexts	30	C	Yes

**Level Five**

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
JN513	Editing Print and Online Content	30	C	Yes

JN516	Presentation for Broadcast Journalism	30	C	Yes
JN515	News, Truth and Power	30	C	Yes
JN514	Media, Lifestyle and Culture	30	C	Yes

### Level Six

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
JN606	Advanced Production	60	C	No
JN609	Media Dissertation	30	C	No
JN607	Law and Ethics for Journalists	15	C	Yes
JN608	Public Administration for Journalists	15	C	Yes

### Learning and Teaching Activities

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

This course aims to provide students with a mix of tuition and guidance that helps to build the professional skills needed to become a successful journalist.

Much of the tuition is attendance-based, with relevant site visits and assignments that take students off-site.

Ongoing guidance, through assignment feedback, tutorial sessions, and workshop supervision are crucial to student development.

Students will be guided to certain areas for their independent study, but they are expected to become self-starters too, choosing to dig into particular fields within journalism that may serve as a future career.

#### \* Lectures

These will be the starting point for many academic modules such as law, ethics and media contexts. Delivery will be by practicing journalists or specialists in related fields, including guest lecturers.

#### \* Seminars

These will often be student-led and will help not only to develop their academic thinking, but also to progress the presentation and debate skills needed for broadcast journalists. Tutors will give feedback on students' performance.

#### \* Practical workshops

These will be the mainstay of most professional craft modules such as writing and production. Here, students will receive professional tuition and carry out exercises and assignments replicated from real-life situations — sometime in classrooms, computer rooms or studios, and sometimes off-site. They will receive regular feedback on work carried out during these workshops.

#### \* Group Work

This is an essential element of the course, where students will work in teams (of 2 or more) to undertake practical assignments. These projects will enable students to replicate real world scenarios and develop team-working skills.

**\* External visits**

Many external visits will spring from lectures, seminars and workshops. Court visits and trips to government sites are two examples. Other visits will be agreed between student/tutor as part of research or an assignment.

**\* Tutorials**

Students have specific guidance on course topics and career guidance from their tutors, who can help them choose paths that make the most of their natural talents. Tutors will give feedback on areas where work can be improved and help students to sell their efforts, where possible.

They will offer extra help in guiding students towards specific areas for independent study, bringing their professional knowledge and experience to bear.

**\* Guided independent study**

Tutors for each module will guide students towards specific texts and journals, news sites and magazines they will be expected to read regularly. Students will also be asked to view films, TV programmes and documentaries, and follow social media platforms as part of investigation into issues that relate to specific course subjects and industry concerns.

While students will receive tutor guidance on all areas of independent study — particularly for their media dissertation — they will also be expected to use their initiative and study areas that take their knowledge deeper into topics that seem useful and sensible — and a possible future focus.

**\* Project supervision**

One course aim is for students to leave with a broad portfolio of appealing work to present to prospective employers. While students will start building their portfolio in their early days, this becomes crucial in the final year, when all tuition comes to fruition in the advanced production module, where students spend intensive time producing industry standard work across three platforms — print/online/broadcast — and in 'real-world' conditions. Tutor supervision for the project is crucial and this is likely to be the steepest learning curve of the course.

**\* Supervised time in studio/workshops**

This is a crucial part of the advanced production module.

Throughout the course, tutors will be making the most of each kind of teaching opportunity to develop student talents and help them to forge successful careers. As working journalists, tutors will be able to offer guidance on opportunities students might pursue and strategies they might adopt.

### **Additional Course Costs**

There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme

they may include equipment, printing, project materials, study trips, placement activities, DBS and/or other security checks.

Students will need to pay for some printing costs around the region of £75- £150 per year. Additionally, they will need to pay for travel on study trips or visits which could cost up to £200 per year. The purchase of textbooks is optional; however, this could cost up to £100 should students choose to have their own copies of texts.

### Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad / WBL (Hours)
Foundation Year	346	854	0
Year One	321.5	878.5	0
Year Two	384	816	0
Year Three	239	961	0

### Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

The following assessment activities are used on this programme:

- Time-constrained assessments — these are 'open-book' assessments where students are able to use language skills books, and given reference documents in addition to the internet for reference purposes
- Reports — students will carry out some self-assessment of their work, submitting their results in report form.
- Written assignments — with students given a specific brief on their writing topic, and allowed to use any reference material appropriate to the assignment
- Practical skills assessment — students will be given specific professional tasks to perform to industry-standards, while meeting the brief given by tutors
- Presentation — this kind of assessment covers both academic and practical craft skills of journalism. Students will be expected to perform individually and as part of a group
- Project output — students will work in groups or individually to produce industry level work in ongoing projects, working on three platforms — print/online/broadcast
- Portfolio — the work students produce during their final year will build into a portfolio of work that will form part of their Project Output assessment
- Dissertation — students will be guided through this substantial piece of academic work in their final year.

## Classification

<b>Calculation of final award:</b>	<b>Level 5 - 33% / Level 6 – 67%</b>
------------------------------------	--------------------------------------

For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

## Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

## Typical applicant profile and any programme-specific entry requirements

Applicants will typically be A-level or BTEC students, but the course will also appeal to mature students who want to develop their skills and the potential for part-time/flexible work.

Applicants will be required to submit a piece of written or broadcast journalism; applicants with no formal qualifications will additionally need to attend an interview with a member of the course team.

<b>Do applicants require a Disclosure and Barring Service (DBS) Check?</b>	<b>No</b>
--	-----------

## Opportunities for students on successful completion of the programme

With this award, students will be equipped to apply for jobs that demand well-developed practical skills across a mix of platforms.

- Audio Visual editor or Vision Mixer
- Blogger — self-employed in a chosen journalism field
- Broadcast journalist/producer/presenter
- Camera operator
- Feature or copy writer — general or in a selected field, for print/online
- Production Manager
- Reporter — general or in a selected field, for print/online/broadcast
- Researcher
- Social media writer
- Sub-editor — for print and/or online, self-employed or in a staff position

As well as the professional craft skills, students will learn creativity, enterprise, and other skills fundamental to being a journalist.

It is a self-starting career and one increasingly geared towards freelance and contract work. The delivery of each module is geared towards equipping each student with the mindset they need to operate successfully in a competitive environment.

## Recognition of Prior Learning

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

## Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and IT facilities
- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options
- Students will be able to access our full range of **support services**, including the Learning Development Unit for skills and study support, the Library, the Careers and Employability Team, Student Finance Team, Accommodation and Counselling Services

## Appendices

### Quality Assurance

<b>Awarding Body:</b>	Buckinghamshire New University
<b>Language of Study:</b>	English
<b>QAA Subject Benchmark Statement(s):</b>	Communication, media, film and cultural studies (2016)
<b>Assessment Regulations:</b>	<i>Academic Assessment Regulations</i> , accessible via the Academic Advice webpages ( <a href="https://bucks.ac.uk/students/academicadvice">https://bucks.ac.uk/students/academicadvice</a> )
<b>Does the Fitness to Practise procedure apply to this programme?</b>	No
<b>Date Published / Updated:</b>	February 2019

### Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

<b>Name of Exit Qualification:</b>	Certificate of Higher Education (Cert HE)
<b>Full name of Qualification and Award Title:</b>	Certificate of Higher Education in Multimedia Journalism
<b>Credits requirements:</b>	120 Credits
<b>Module requirements:</b>	<ul style="list-style-type: none"> <li>ALL 120 credits at Level 4</li> </ul>
<b>Learning Outcome</b>	
Evidence an understanding of the development of the industry and its practices, particularly through key periods of technological and social advances	
Analyse the coverage of an event of national significance, demonstrating an understanding of the wide range of styles and tones across media outlets	
Demonstrate an understanding of basic editorial, ethical and regulatory issues and the way these impact on journalistic choice	
Research and write tight, focused news copy capable of attracting and holding the attention of readers and audiences across all media platforms	
Apply practical skills to the production of work for multiple platforms, including the embedding of audio and video online, demonstrating an awareness of health and safety issues	
<b>Name of Exit Qualification:</b>	Diploma of Higher Education (DipHE)
<b>Full name of Qualification and Award Title:</b>	Diploma of Higher Education in Multimedia Journalism
<b>Credits requirements:</b>	240 Credits
<b>Module requirements:</b>	ALL 120 Credits at Level 4 ALL 120 Credits at Level 5
<b>Learning Outcome</b>	

Examine the development of the media industry and evaluate the way in which key periods of technological change and social advances have impacted on journalistic practice	
Analyse the impact public opinion and citizen journalism can have on news reporting	
Demonstrate an advanced understanding of editorial, ethical and regulatory issues and be able to apply these concepts to the production of professional standard material	
Produce broadcast-quality material on a wide range of subjects for a variety of audiences using industry standard processes and equipment	
Design and create professional standard print material for publication using industry standard processes and equipment, demonstrating strong written and research skills	
Demonstrate the transferable skills needed for employment including decision-making, leadership and team working skills and the ability to work to time and budget constraints	
<b>Name of Exit Qualification:</b>	<b>BA (Ordinary Degree)</b>
<b>Full name of Qualification and Award Title:</b>	<b>BA Multimedia Journalism</b>
<b>Credits requirements:</b>	<b>300 Credits</b>
<b>Module requirements:</b>	<b>ALL 120 Credits at Level 4</b> <b>ALL 120 Credits at Level 5 PLUS the following Level 6 modules:</b> <ul style="list-style-type: none"> <li>• <b>JN606 Advanced Production</b></li> </ul>
<b>Learning Outcome</b>	
Demonstrate a critical understanding of the development of the media industry and of the way in which key periods of technological change and social advances have shaped the world in which journalists operate, in addition to finding solutions to future issues the industry is likely to face.	
Generate original ideas and creative content on a wide range of subjects to suit a variety of publications and audiences.	
Produce well researched and well written content for print, online and broadcast which is of industry standard and worthy of publication.	
Use advanced technological skills to produce industry standard content fit for publication online, in print and broadcast, working to house style and industry norms.	
Exhibit advanced technical skills and the ability to work accurately and at speed on production for print, online and broadcast	
Work as a team to manage a production process from idea generation to finished product, adhering to time and budget constraints, logistical challenges and health and safety issues.	
Manage their own learning and career path, showing professional level skills of self-starting, self-evaluation, collaboration, team building and project generation.	