

Programme Specification for
BA Journalism and Media



1. Programme title	BA Journalism and Media
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	BA of Arts (Hons) Journalism and Media
6. Year of validation Year of amendment	
7. Language of study	English
8. Mode of study	Full-time

9. Criteria for admission to the programme

280 UCAS points or relevant equivalent qualification. Applications from mature students with non-standard qualifications are welcomed. IELTS 6 overall: applicants should have at least 5.5 in each element and are strongly recommended to take the Middlesex University Preparation Programme (MUPP) if they have not. We welcome applications from the new Advanced and progression diploma qualifications: these should be at advanced (level 3) level and relevant to the programme of study.

10. Aims of the programme

The programme aims to:

- aid students to develop both a theoretical understanding of and practical abilities in the field of contemporary journalism and media communications;
- develop students' generic intellectual skills, especially those of analysis, synthesis, and evaluation, and extend their ability to access, extrapolate and work critically with information from a wide range of sources and a wide range of media;
- equip students with transferable generic intellectual skills, especially those of

analysis, synthesis and evaluation, and an ability to draw on these to deal creatively with dilemmas and problems; a critical, inquisitive attitude to study supporting a capacity for independent learning;

- encourage and enable independent and experiential learning, the development of strong oral and written communication skills and a capacity to work independently and as part of a team;
- prepare students for further study or for the workplace by providing a teaching and learning experience which stimulates and encourages a critical reflexive approach to their own creative processes and practices; and supports the development of excellent graduate skills.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. Academic theories relevant to the production, circulation and reception of media messages, and a critical, reflexive approach to journalism, communication and the media more generally.
2. Appreciation of the increasingly important relationships between globalisation, contemporary journalism and communications processes.
3. The specific dynamics introduced into media communication by changing forms of technology.
4. Awareness of a range of writing strategies and their pragmatic function within a broader context of social and cultural change.

Teaching/learning methods

Students gain knowledge and understanding through:

- attendance, participation and engagement with lectures and seminars;
- independent study, including core and independent reading, as well as independent and guided study;
- group debate and discussion;
- tutorials;
- the experience of undertaking formative assessment and discussing feedback;
- work experience;
- producing creative and practical work in response to briefs.

Assessment methods

Students' knowledge and understanding is assessed by:

- essays;
- case studies;
- critical analysis;
- group work in seminars and in presentation;
- projects;
- rehearsing and interrogating practical

	work in a range of forms and genres.
<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Creatively interpret and apply theories, concepts and other critical material to processes and practices of journalism and other forms of media communication. 2. Evaluate their own critical and practical work and that of their peers with reflexivity and consideration. 3. Analyse the meanings produced in the production of media texts using a range of methods appropriate to the programme (eg. semiotics; content analysis; social media analytics; ethnographic observation). 4. Think creatively, researching and problem solving in both practical and intellectual contexts and thereby developing distinctive skills as a theorist-practitioner. 	<p>Teaching/learning methods</p> <p>Students learn cognitive skills through:</p> <ul style="list-style-type: none"> • discussion, debate and participation in lectures, seminars and workshops; • ‘problem solving’ in the context of seminar exercises, workshops, practical sessions, independent and guided study; • critical guided and independent reading; • undertaking formative assessment and dealing with feedback; • tutorials. <p>Assessment methods</p> <p>Students’ cognitive skills are assessed by:</p> <ul style="list-style-type: none"> • critical analysis in a range of contexts; • essays; • case studies; • practical projects; • all requiring evidence of cognitive skills as part of the criteria for specific modules.
<p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Synthesize and evaluate information from primary and secondary research for the purpose of producing essays, reports, presentations and dissertations. 2. Draw on primary and secondary research to plan, produce and evaluate: creative ideas; promotional strategies and media plans; promotional material in different media. 	<p>Teaching/learning methods</p> <p>Students learn practical skills through:</p> <ul style="list-style-type: none"> • workshops; • demonstrations; • critical analysis of examples of existing practice; • examining and debating approaches to and principles of a diverse range of practice; • taught sessions on: research, essay writing, project development, including learning resource sessions on research sources and evaluation; • guided group sessions;

<p>3. Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection.</p> <p>4. Communicate meaning effectively and with an understanding of professional standards in a range of genres (eg. news stories, feature articles etc) across a range of media platforms.</p>	<ul style="list-style-type: none"> • drafting and producing written work; • planning and developing practical projects with guidance from tutors; • debating with and presenting to seminar groups; • work experience. <p>Assessment methods</p> <p>Students' practical skills are assessed by:</p> <ul style="list-style-type: none"> • project work; • essays; • case studies; • reports; • critical analysis; • producing written work in a range of genres; • producing media texts; • creative fiction and non-fiction writing.
<p>D. Graduate skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate critical learning skills: the ability to function as an effective self-directed learner, using the range of resources and skills available responsibly and ethically; the ability to relate their studies to career and personal development. 2. Demonstrate IT skills and other technical competencies appropriate to the context of the Journalism, Media and Cultural Studies programme. 3. Demonstrate the ability to work effectively as part of a team and apply this to processes of story production. 4. Demonstrate as appropriate numeracy competencies (eg. analysis and evaluation of statistical data). 	<p>Teaching/learning methods</p> <p>Students acquire graduate skills through:</p> <ul style="list-style-type: none"> • lectures and seminars; • sessions on IT, • uses and applications; • independent study including core and independent reading as well as independent and guided study; • group debate and discussion; • tutorials; • the experience of undertaking formative assessment; • other specific structured opportunities for learning. <p>Assessment methods</p> <p>Students' graduate skills are assessed by:</p> <ul style="list-style-type: none"> • essays, practical essays; • critical self-reflection; • presentations; • practical work drawing on relevant technical knowledge;

<p>5. Demonstrate employability through a reflective understanding of how knowledge and skills developed through academic study and practical work translate into the professional contexts of the media and culture industries.</p>	<ul style="list-style-type: none"> • group work exercises.
--	---

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

See Page 11 for Programme Structure Diagram

12.2 Levels and modules

Level 4 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Students must take all of the following:</p> <p>MED1000 – Media Analysis</p> <p>MED1001 – Media Production</p> <p>MED1002 – Introduction to Media and Society</p> <p>MED1030 – Issues in Journalism</p>	<p>None</p>	<p>Students must gain 120 credits at level one to include non-compensatable modules.</p>

Level 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
------------	----------	--------------------------

Students must take all of the following: MED2000 – Research Techniques and Approaches MED2001 – Advanced Media Production JRN2004 – Advanced Digital Journalism	Students must also choose at least one from the following: CML2103 - Communication Techniques JCM2302- Arts, lifestyle and sports journalism JCM2304- Innovation, science and technology writing JCM2301- Multimodal Journalism	Students must gain 120 credits at level one to include non-compensatable modules.
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MED3000 – Independent Project MED3030 – Contemporary Journalism	Students must also choose at least two from the following: MED3052 - Media Events and News Cultures MED3057 - International and Digital PR JCM3301 - Long-form journalism JCM3300 - Entrepreneurship	

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
Level 4	MED1030
Level 5	MED2000, MED2001, JRN2004
Level 6	MED3000, MED3030

13. Curriculum map

See attached.

14. Information about assessment regulations

Middlesex University assessment procedures and regulations apply – see the 2009/10 University Regulations. For MED-coded modules normally students will pass a module if the average of their marks of all components is grade 16 or above. Module narratives in the Journalism and Media student handbook give outline information on assessment, as it relates to specific modules. See also the module handbooks/outlines issued in taught sessions at the commencement of individual modules.

15. Placement opportunities, requirements and support (if applicable)

The degree offers an opportunity to undertake work experience as part of the independent project module MED3000. There is a School Placement administrator, Amanda Adnyana-Roberts, who will introduce the work placement procedures and provide a drop in advice clinic in year 2.

16. Future careers (if applicable)

Strong links with the employment market through work experience provision; visiting speakers from relevant areas of journalism and the media industry more generally; feedback from past students working in journalism and related areas, as well as those who go on to postgraduate study or opt to use their wider skills for work in other areas such as teaching; staff with ongoing practical and professional experience.

17. Particular support for learning (if applicable)

- Computing labs and open access areas for digital media work and for support for other modules;
- Academic writing support from the Learner Development Unit is embedded in to the curriculum at all levels;
- Subject-dedicated librarians;
- Learning Resources web provision including specialist information for Journalism and Media.

18. JACS code (or other relevant coding system)	P900, P300, N560
19. Relevant QAA subject benchmark group(s)	Communications, Media, Film and Cultural Studies

20. Reference points
<ul style="list-style-type: none"> • QAA Benchmark statement 14. Communication, Media, Film and Cultural Studies • QAA Code of practice • QAA Framework for Higher Education Qualifications (FHEQ) • Middlesex University Learning and Teaching Strategy • Middlesex University Assessment Regulations • The Learning and Quality Enhancement Handbook

21. Other information
NA

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

Curriculum map for BA Journalism and Media

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Cognitive skills	
A1	Academic theories relevant to the production, circulation and reception of media messages, and a critical, reflexive approach to journalism, communication and the media more generally	B1	Creatively interpret and apply theories, concepts and other critical material to processes and practices of journalism and other forms of media communication.
A2	Appreciation of the increasingly important relationships between globalisation, contemporary journalism and communications processes	B2	Evaluate their own critical and practical work and that of their peers with reflexivity and consideration

A3	The specific dynamics introduced into media communication by changing forms of technology	B3	Analyse the meanings produced in the production of media texts using a range of methods appropriate to the programme (eg. semiotics;
----	---	----	--

			content analysis; social media analytics; ethnographic observation)
A4	Awareness of a range of writing strategies and their pragmatic function within a broader context of social and cultural change.	B4	Think creatively, researching and problem solving in both practical and intellectual contexts and thereby developing distinctive skills as a theorist-practitioner

Practical skills		Graduate Skills	
C1	Synthesize and evaluate information from primary and secondary research for the purpose of producing essays, reports, presentations and dissertations	D1	Demonstrate critical learning skills: the ability to function as an effective self-directed learner, using the range of resources and skills available responsibly and ethically; the ability to relate their studies to career and personal development
C2	Draw on primary and secondary research to plan, produce and evaluate: creative ideas; promotional strategies and media plans; promotional material in different media	D2	Demonstrate IT skills and other technical competencies appropriate to the context of the Journalism, Media and Cultural Studies programme
C3	Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection	D3	Demonstrate the ability to work effectively as part of a team and apply this to processes of story production
C4	Communicate meaning effectively and with an understanding of professional standards in a	D4	Demonstrate as appropriate numeracy competencies (eg. analysis and evaluation of

	range of genres (eg. news stories, feature articles etc) across a range of media platforms		statistical data)
		D5	Demonstrate employability through a reflective understanding of how knowledge and skills developed through academic study and practical work translate into the professional contexts of the media and culture industries

Programme outcomes																
A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5
Highest level achieved by all graduates																
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

	Module Title	Module Code	Programme outcomes																
			A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5
Level 4	Media Analysis	MED1000	✓	✓	✓		✓	✓	✓		✓		✓		✓				
	Media Production	MED1001	✓	✓	✓		✓	✓		✓	✓		✓	✓	✓				
	Introduction to Media & Society	MED1002	✓	✓				✓		✓	✓		✓		✓	✓	✓	✓	
	Issues in Journalism	MED1030	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓						✓
Level 5	Research Techniques and Approaches	MED 2000	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓		✓	✓	
	Advanced Media Production	MED2001		✓		✓		✓		✓		✓		✓		✓	✓	✓	✓
	Advanced Digital Journalism	JRN2004	✓	✓	✓	✓	✓	✓			✓		✓	✓	✓	✓			
	Multimodal Journalism	JCM2301 *	✓	✓				✓	✓		✓		✓		✓				✓
	Arts, Lifestyle and Sports Journalism	JCM2302 *	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓				✓
	Innovation, Science and Technology writing	JCM2304 *	✓	✓	✓		✓		✓		✓				✓			✓	
Level 6	Independent Project	MED3000	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓				✓
	Contemporary Journalism	MED3030	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓	✓			✓
	Media Events and News Cultures	MED3052 *	✓	✓	✓	✓	✓	✓		✓				✓				✓	✓
	Entrepreneurship	JCM3301 *	✓		✓	✓	✓			✓	✓		✓		✓	✓		✓	✓
	Long-form Journalism	JCM3302 *	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

An * indicates an option module. One must be taken in Year 2 and two in Year 3