Programme Specification for

BA (Hons) Creative Writing and Journalism

Middlesex University London

1. Programme title	BA (Hons) Creative Writing and Journalism
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	BA (Honours)
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

260 UCAS points or relevant equivalent qualification. Applications from mature students with non-standard qualifications are welcomed. IELTS 6.5 overall: applicants should have at least 6 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.

Applicants are also required to submit a sample of writing, demonstrating writing talent and potential by control of form, imaginative use of language and creative ideas. This is accompanied by a letter demonstrating commitment to writing and reading, and openness to learning.

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 creative writing, journalism, and media communications, fostering generic intellectual skills, especially those of analysis, synthesis, and evaluation, and extending students' ability to access, extrapolate and work critically with information from a wide range of sources and a wide range of media;
- 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;
- provide supportive critical and creative space for the student to develop his/her own personal talents and goals as a critically reflective writer, and enable students to explore the craft of professional writing for a range of markets and genres.

11. Programme outcomes	
A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of : 1. Theories relevant to the production, circulation and reception of media messages, and a critical, reflexive approach to contemporary writing practices, markets, and audiences. 2. The technical requirements of different genres including prose, drama, features, review, profiles, and different subject specialisms such as politics, arts, science and sports. 3. Specific dynamics and techniques introduced into media communication by changing forms of technology and new media. 4. Different approaches to writing practice and the creative process and how these relate to previous and current practitioners working in a wide range of contexts.	**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: - creative production in a range of genres; - essays; - case studies;

5. Critical appreciation of the increasingly important relationship between writing and globalisation and ability to contextualise and produce texts accordingly.	• in-class tests; • critical analysis; • text analysis; • group work in seminars and in presentation; • projects; • rehearsing and interrogating practical work in a range of forms and genres; • portfolios and case studies which demonstrate connections across as well as within modules.
B. Cognitive (thinking) skills On completion of this programme the successful student will be able to: 1. Critically evaluate imaginative work and journalistic texts using literary and creative approaches. 2. Reflectively evaluate and develop their own creative work or professional communication in response to commentary from themselves and others. 3. Understand the role of register, rhetoric and communicative techniques in planning and producing texts in a range of digital and multimodal media. 4. Consider ethical issues in their own work and in that of others' in relation to investigating language, communication and writing texts. 5. Analyse the meanings produced in the production of media texts using a range of methods appropriate to the programme (semiotics, content analysis, social media analytics and ethnographic observation).	**Teaching/learning methods** Students learn cognitive skills through: • 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. **Assessment methods** Students' cognitive skills are assessed by: • creative production in a range of genres; • 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.
C. Practical skills	**Teaching/learning methods**

On completion of the programme the successful student will be able to: 1. Produce texts in different forms and reflect on their practice in doing so. 2. Read as a writer and formulate, evaluate and present arguments, analyses and critical evaluations in relation to their own creative practice as well as that of others. 3. Use digital tools, technology and software critically and appropriately for different communicative and creative tasks. 4. Devise, carry out and analyse their own and group projects, showing sound time management, organisation and self-reflection, and an awareness of intended audiences. 5. Synthesise and evaluate information from primary and secondary research for the purpose or producing journalism, essays, reports, presentations and popular non fiction and fiction writing.	Students learn practical skills through: • 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; • drafting and producing written work; • planning and developing practical projects with guidance from tutors; • debating with and presenting to seminar groups; • work experience. **Assessment methods** Students' practical skills are assessed by: • 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.
D. Graduate skills On completion of this programme the successful student will be able to: 1. Communicate effectively in speech and writing using a wide range of technologies. 2. Work well both in groups and autonomously, demonstrating initiative, self-organisation and time-	**Teaching/learning methods** Students acquire graduate skills through: • 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;
management, in order to achieve common goals.	
	other specific structured opportunities for learning.

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management, in order to achieve common goals.

3. Manage their own learning independently, effectively and self-critically.

4. Reflect on their own personal development and develop strategies for future work drawing on practical, analytical and creative writing skills.

5. Demonstrate the ability to communicate and develop ideas for business opportunities and ways to capitalise on writing skills.
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• the experience of undertaking formative assessment;
• other specific structured opportunities for learning.

Assessment methods

Students' graduate skills are assessed by:

• essays and practical essays;
• critical self-reflection;
• presentations;
• practical work drawing on relevant technical knowledge;
• group work exercises.
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12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

12.2 Levels and modules

Level 4 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: **CMW1012** **CMW1013** **JCM1300** **JCM1302**		All students must gain 120 credits at Level 1 to include non-compensatable modules.

Level 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

Students must take all of the following:	Students must also choose **two** from the following:	All students must gain 120 credits at Level 2 to include non-compensatable modules.
JCM2300	**CMW2013**	
	CMW2014	
	CMW2015	
	And **one** from the following:	
	JCM2302	
	JCM2303	
	JCM2304	

Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following:	Students must also choose at least **two** from the following:	All students must gain 120 credits at Level 3 to include non-compensatable modules.
CMW3010	**CMW3013**	
JCM3301	**CMW3014**	
	CMW3015	
	JCM3302	
	JCM3303	
	JCM3304	

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
Level 5	JCM2300
Level 6	CMW3010

13. Curriculum map
See attached.

14. Information about assessment regulations

Middlesex University assessment procedures and regulations apply – see the 2017/18 University Regulations. For CMW and JCM-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 Creative Writing and Journalism 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 CMW3301. There is a School Placement administrator, Maggie Walkowska – m.walkowska@mdx.ac.uk – who will introduce the work placement procedures and provide a drop in advice clinic in Year 2.

16. Future careers (if applicable)

We have strong links with the employment market. The qualification is valued both as a general humanities degree and as a specialist writing degree. Recent graduates are now working in newspapers, magazines, television production, children's publishing, adult publishing, writing therapy, P.R., theatre, libraries, advertising and teaching. Other graduates have gone on to launch their own freelance careers as writers or journalists or to take postgraduate courses which further develop their skills.

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 Learning Enhancement Team is embedded in to the curriculum at all levels.
- Subject-dedicated librarians.
- Learning Resources web provision including specialist information for Creative Writing and Journalism.

18. JACS code (or other relevant coding system)	W800 Creative Writing P500 Journalism

| **19. Relevant QAA subject benchmark group(s)** | Creative Writing |

20. Reference points

- QAA Benchmark statement QAA Quality Code
  http://www.qaa.ac.uk/en/Publications/Documents/SBS-Creative-Writing-16.pdf
- 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

Please note that NCTJ accreditation is not provided by the programme.

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 (Hons) Creative Writing and Journalism

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		Practical skills	
A1	Theories relevant to the production, circulation and reception of texts and a critical, reflective approach to journalism, contemporary writing practices, markets and audiences.	C1	Produce texts in different forms and reflect on their practice in doing so.
A2	Technical requirements of different genres including prose, drama, features, review, profiles, and different subject specialisms such as politics, arts, science and sports.	C2	Read as a writer and formulate, evaluate and present arguments, analyses and critical evaluations in relation to their own creative practice as well as that of others.
A3	Specific dynamics and techniques introduced into media communication by changing forms of technology and new media.	C3	Use digital tools, technology and software critically and appropriately for different communicative and creative tasks.
A4	Different approaches to writing practice and the creative process and how these relate to previous and current practitioners working in a wide range of contexts.	C4	Devise, carry out and analyse their own and group projects, showing sound time management, organisation and self-reflection, and an awareness of intended audiences.
A5	Critical appreciation of the increasingly important relationship between writing and globalisation and ability to contextualise and produce texts accordingly.	C5	Synthesise and evaluate information from primary and secondary research for the purpose or producing journalism, essays, reports, presentations and popular non-fiction and fiction writing.
Cognitive skills		Graduate Skills	
B1	Critically evaluate imaginative work and journalistic texts using literary and creative approaches.	D1	Communicate effectively in speech and writing, using a wide range of technologies.
B2	Reflectively evaluate and develop their own creative work or professional communication in response to commentary from themselves and others.	D2	Work well both in groups and autonomously, demonstrating initiative, self-organisation and time-management, in order to achieve common goals.

B3	Understand the role of register, rhetoric and communicative techniques in planning and producing texts in a range of digital and multimodal media.	D3	Manage their own learning independently, effectively and self-critically.
B4	Consider ethical issues in their own work and in that of others' in relation to investigating language, communication and writing texts.	D4	Reflect on their own personal development and develop strategies for future work drawing on practical, analytical and creative writing skills.
B5	Analyse the meanings produced in the production of media texts using a range of methods appropriate to the programme (semiotics, content analysis, social media analytics and ethnographic observation).	D5	Demonstrate the ability to communicate and develop ideas for business opportunities and ways to capitalise on writing skills.

Programme outcomes																			
A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	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	6	6	6

Module Title	Module Code by Level	Programme outcomes																			
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Writing Creatively	CMW1012	X	X				X	X							X			X			
Character, Conflict and Dialogue	CMW1013		X		X		X	X				X	X		X		X				
What is Journalism?	JCM1300	X	X		X		X	X		X		X	X		X		X				
Journalism Skills	JCM1302		X	X	X		X	X	X				X	X			X				
Multimodal Journalism	JCM2300			X	X		X	X	X			X		X	X		X	X			
Screenwriting for shorts	CMW2013		X				X	X			X	X		X			X		X	X	
Fiction: The short story	CMW2014	X			X	X		X					X		X	X	X		X		
Storytelling for Games	CMW2015	X	X	X				X				X		X	X				X		X
Arts, lifestyle and Sports journalism	JCM2302		X		X		X		X		X	X	X	X	X	X		X			
Political Communication	JCM2303	X		X	X	X			X		X				X	X	X		X		

Module	Code																			
Innovative Science and Technology writing	JCM2304	X		X		X	X			X		X	X	X	X	X		X	X		
Creative writing Project	CMW3010	X	X		X			X		X					X	X		X	X	X	
Entrepreneurship	JCM3301					X		X					X			X	X		X	X	X
Genre Fiction	CMW3014	X	X		X						X	X		X			X	X	X	X	
Popular Non-Fiction	CMW3013	X			X	X				X			X			X			X	X	X
Work Placement	CMW3015				X		X		X			X		X	X	X			X		X
Long form Journalism	JCM3302		X		X			X	X	X			X		X	X		X	X	X	
Journalism, Power and Money	JCM3303	X	X			X	X	X		X	X		X			X	X		X	X	
Global Journalism and News Cultures	JCM3304	X		X		X			X	X	X			X	X	X		X	X	X	