BA (Hons) Creative Writing and Journalism

Programme Specification

1. Programme title	BA 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 Hons
6. Year of validation Year of amendment	2017/18 2019/20
7. Language of study	English
8. Mode of study	Full time

9. Criteria for admission to the programme

112 UCAS points or relevant equivalent qualification. Middlesex University has a flexible and personalised approach to admissions and we accept applications from students with a wide range of qualifications and a combination of qualifications. Please check the general entry requirements page on our website to see how these points can be achieved from our acceptable level 3 qualifications and the combinations which are welcomed by Middlesex University, including GCSE requirements.

Applications from mature candidates without formal qualifications are welcomed, provided they can demonstrate appropriate levels of relevant ability and experience.

If you have achieved a qualification such as a foundation degree or HND, or have gained credit at another university, you may be able to enter a Middlesex University course in year two or three. For further information please visit our Transfer students page.
If you have relevant work experience, academic credit may be awarded towards your Middlesex University qualification. For further information please visit our Accreditation of Prior Learning page.

UK/EU and International students are eligible to apply for this course.

You must have competence in English language to study with us. The most commonly accepted evidence of English language ability is IELTS 6.0 (with minimum 5.5 in all four components). Visit our English language requirements page for a full list of accepted English tests and qualifications. If you don't meet our minimum English language requirements, we offer an intensive Pre-sessional English course.

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 each 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, mediums and genres.

11. Programme outcomes

A. Knowledge and understanding

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

A1. Theories relevant to the production, circulation and reception of texts and a critical, reflective approach to journalism, contemporary writing practices, markets and audiences.

A2. The technical requirements of different genres including prose, drama, features, review, profiles, and different subject specialisms such as politics, arts, science and sports.

Teaching/learning methods

Students gain knowledge and understanding through:

attendance, participation and engagement with: lectures; 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 work in a range of genres producing creative and practical work in response to briefs.

A3. Specific dynamics and techniques introduced into media communication by changing forms of technology and new media. 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 A5 Critical appreciation of the increasingly important relationship between writing and globalisation and ability to contextualise and produce texts accordingly.	**Assessment methods** Students' knowledge and understanding is assessed by a range of methods: creative production in a range of genres; case studies; essays; in-class tests; critical analysis; text analysis; group work in seminars and in presentations; 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: B1. Critically evaluate imaginative work and journalistic texts using literary and creative approaches. B2. Reflectively evaluate and develop their own creative work or professional communication in response to commentary from themselves and others. B3. Understand the role of register, rhetoric and communicative techniques in planning and producing texts in a range of digital and multimodal media. B4. Consider ethical issues in their own work and in that of others' in relation to investigating language, communication and writing texts. 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).	**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:	Students learn practical skills through:
C1. Produce texts in different forms and reflect on their practice in doing so.	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.
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.	
C3. Use digital tools, technology and software critically and appropriately for different communicative and creative tasks.	
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.	**Assessment methods**
	Students' practical skills are assessed by:
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.	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	**Teaching/learning methods**
On completion of this programme the successful student will be able to:	Students acquire graduate skills through:
D1. Communicate effectively in speech and writing using a wide range of technologies	lectures; 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.
D2. Work well both in groups and autonomously, demonstrating initiative, self-organisation and time-management, in order to achieve common goals.	
D3. Manage their own learning independently, effectively and self-critically	**Assessment methods**
D4. Reflect on their own personal development and develop strategies for	Students' graduate skills are assessed by:
	a range of outcomes in assessment:

future work drawing on practical, analytical and creative writing skills. D5 Demonstrate the ability to communicate and develop ideas for business opportunities and ways to capitalise on writing skills.	essays, practical essays; critical self-reflection; presentations; practical work drawing on relevant technical knowledge; group work exercises.

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

12. 1 Overall structure of the programme

See below for details.

12.2 Levels and modules

Level 4 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: CMW1012 CMW1013 JCM1300 JCM1302	N/A	All students must gain 120 credits at level one to include non-compensatable modules

Level 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: JCM2301	Students must also choose at least two from the following: CMW2013 CMW2014 CMW2015 And **one** from the following: JCM2302 JCM2303	All students must gain 120 credits at level two to include non-compensatable module

Level 6 (3)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

Students must take all of the following: CMW3008 CMW3016	Students must also choose at least two from the following: CMW3011 CMW3012 JCM3302 JCM3304	All students must gain 120 credits at level three to include non-compensatable module

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
Level 4	
Level 5	JCM2301
Level 6	CMW3008

13. Curriculum map
See Curriculum Map attached.

14. Information about assessment regulations
Middlesex University assessment procedures and regulations apply – see the 2019/20 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 and support
The degree offers an opportunity to undertake work experience as part of the CMW3016 Working as a Writer module. The programme team also regularly organises several work placements in some of the main UK media outlets (e.g. BBC, London Live, Guardian etc.) each year. Students who finished their Level 5 modules are usually eligible to apply. The programme team works closely with MDX Works and Faculty Employment Advisor Matt Lewis on embedding employability skills in curriculum and delivering them in timetabled and extra-curricular workshops.

16. Future careers

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, public relations, 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

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 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 Imaginative Writing; W810 Scriptwriting; W830 Prose Writing; W890 Imaginative writing not elsewhere classified; 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 programme handbook and the University Regulations.

Appendix 2: Curriculum Map

Curriculum map for BA 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 and Level	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
								Programme outcomes													
	Level 4																				
Writing Creatively (compulsory)	CMW1012	x	x				x	x							x			x			
Character, Conflict and Dialogue (compulsory)	CMW1013		x		x		x	x				x	x		x		x				
What is Journalism? (compulsory)	JCM1300	x	x		x		x	x		x		x	x		x		x				
Journalism Skills (compulsory)	JCM1302		x	x	x		x	x	x					x	x		x				
	Level 5																				
Multimodal Journalism (compulsory)	JCM2301			x	x		x	x	x				x		x	x	x	x			
Screenwriting for shorts (optional)	CMW2013		x				x	x		x		x			x		x		x	x	
Fiction: The short story (optional)	CMW2014	x			x	x		x					x			x	x	x		x	
Storytelling for Games (optional)	CMW2015	X	x	x				x					x		x	x			x		x
Arts, lifestyle and Sports journalism (optional)	JCM2302		x		x			x		x		x	x	x	x	x	x		x		
Political Communication (optional)	JCM2303	x		x	x	x			x		x				x	x	x		x		
	Level 6																				
Creative writing Project (compulsory)	CMW3008	x	x		x		x	x		x					x	x	x		x	x	
Working as a Writer(compulsory)	CMW3016			x		x	x	x		x			x		x		x		x	x	x
Genre Fiction (optional)	CMW3012	x	x		x							x	x		x		x	x	x	x	
Popular Non-Fiction(optional)	CMW3011	x			x	x				x			x		x			x	x	x	x
Long form Journalism (optional)	JCM3302		x		x			x	x	x			x		x	x	x		x	x	
Global Journalism and News Cultures (optional)	JCM3304	x		x		x		x	x	x				x	x	x	x		x	x	