

## Programme Specification and Curriculum Map for BA (Hons) Journalism and Communication



<b>1. Programme title</b>	BA Journalism and Communication
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Programme accredited by</b>	N/A
<b>5. Final qualification</b>	BA (Hons)
<b>6. Academic year</b>	2018/19
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	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 overall: applicants should have a minimum of 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. There are other routes through Accreditation of Prior Learning, please see here for more details <http://www.mdx.ac.uk/courses/help-with-your-application/undergraduate-application/accreditation-of-prior-learning>

## **10. Aims of the programme**

The programme aims to:

- Develop skills to critically analyse, understand, and apply theories relevant to the effective practice of journalism and communication.
- Develop both generic and transferable intellectual skills, especially those of: analysis, synthesis, and evaluation.
- Develop the skills, knowledge and understanding needed to communicate effectively across print, TV, radio and web platforms reflecting its converged, multiplatform delivery.
- Develop an informed approach to journalism and communication practice with a critical understanding of standard frameworks established in ethics, law, industry regulation, professional guidelines and ethical concerns in different national and international contexts.
- 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.
- Support the development of excellent graduate skills and an understanding of the political economy, contemporary market conditions, and industry needs that will affect their own employment possibilities.

## **11. Programme outcomes**

## **A. Knowledge and understanding**

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

- A1. Awareness of a range of writing strategies and their pragmatic function within a broader context of social and cultural change.
- A2. Appreciation of the increasingly important relationships between globalisation, contemporary journalism and communications processes.
- A3. The specific dynamics introduced into media communication by changing forms of technology and new media.
- A4. Theories relevant to the production, circulation and reception of texts, and a critical, reflexive approach to journalism, markets and audiences.
- A5. An understanding of how past, current and future media industry trends impact on communication methods, consumption and employment.

## ***Learning/Teaching methods***

Students gain knowledge and understanding through attendance, participation and engagement with: blended learning, which will offer lectures on-campus and online; 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; simulation of a busy Newsdays in the newsroom.

## ***Assessment Methods***

Students' knowledge and understanding is assessed by a range of methods: creative production in a range of genres; case studies; essays; 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. Creatively interpret, evaluate and apply theories, concepts and other critical material to processes and practices of journalism and other forms of media communication.

B2. Reflectively evaluate their own critical and practical work and that of their peers with reflexivity and consideration.

B3. Research and problem solve in a creative way.

B4. Consider ethical issues in their own work and in that of others' in relation to practicing journalism and considering other communication processes.

B5. 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).

## ***Learning/Teaching 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 Method***

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**

On completion of the programme the successful student will have developed the following skills:

- C1. Core and key technical skills needed to produce multi-platform journalism: research, interviews, and technical skills needed to shoot film, record and edit.
  
- 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. Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection.
  
- C4. Originate and produce journalism that adheres to the appropriate legal frameworks, professional guidelines and ethical standards of practice.

C5. Synthesize and evaluate information from primary and secondary research for the purpose of producing journalism, essays, reports, presentations and dissertations.

### ***Learning/ teaching methods***

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 Method***

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:

D1. Demonstrate expertise in communicating stories, narratives and other messages effectively using a wide range of technologies.

D2. Demonstrate critical learning skills and the ability to function effectively as part of a team or as a self-directed learner, using the range of resources and skills available responsibly and ethically.

D3. Demonstrate as appropriate IT and numeracy competencies (eg. analysis and evaluation of statistical data).

D4. Demonstrate the ability to communicate and develop ideas for business opportunities and ways to capitalize on journalistic and communication skills.

D5. Demonstrate critical understanding of how knowledge and skills have developed through academic study and practical work and how they translate into the professional contexts of the media and culture industries.

### ***Learning/Teaching methods***

Students acquire graduate skills through 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.

### ***Assessment method***

Students' graduate skills are assessed by a range of outcomes in assessment: 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 Levels and modules in full-time mode

#### Level 4 (Year 1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following:  JCM1300  JCM1301  JCM1303  JCM1304	N/A	All students must gain 120 credits at level one to include  non-compensatable modules

**Level 5 (Year 2)**

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following:  JCM2301  JCM2305	Students must also choose <b>two</b> from the following:  JCM2000  JCM2302  JCM2303  JCM2304	All students must gain 120 credits at level two to include  non-compensatable module

**Level 6 (Year 3)**

OPTIONAL	OPTIONAL	PROGRESSION REQUIREMENTS
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Students must complete the following core modules from level 6:

JCM3300

JCM3301

Students must also choose **two** from the following:

JCM3302

JCM3303

JCM3304

JCM3305

MED3057

All students must gain 120 credits at level 6 to include

non-compensatable modules

## 12.2 Levels and modules in part-time mode

### Year 1

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following:  JCM1300 JCM1301 JCM1303	N/A	All students must gain 90 credits in year 1 to include non-compensatable modules

### Year 2

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following:  JCM1304 JCM2301 JCM2305	N/A	All students must gain 90 credits in year 2 to include non-compensatable module

Year 3		
OPTIONAL	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Students must choose <b>one</b> option from level 5:</p> <p>JCM2000</p> <p>JCM2302</p> <p>JCM2303</p> <p>JCM2304</p>	<p>Students must take <b>one</b> of the following core modules from level 6:</p> <p>JCM3300</p> <p>JCM3301</p> <p>And <b>one</b> option from level 6:</p> <p>JCM3302</p> <p>JCM3303</p> <p>JCM3304</p> <p>JCM3305</p> <p>MED3057</p>	<p>All students must gain 90 credits in year 3 to include non-compensatable module</p>

<b>Year 4</b>		
OPTIONAL	OPTIONAL	PROGRESSION REQUIREMENTS
Students must complete the remaining core module from level 6:  JCM3300  JCM3301	N/A	All students must gain 30 credits in year 4 to include non-compensatable modules

<b>12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)</b>	
Module level	Module code
Level 4	
Level 5	JCM2301

<b>13. Curriculum map</b>
See Curriculum Map attached

#### **14. Information about assessment regulations**

Middlesex University assessment procedures and regulations apply – see the 2018/19 University Regulations. For JCM-coded modules normally students will pass a module if they pass at least 50% of the assessments and the average of their marks of all components is grade 16 or above. Module narratives in the Journalism and Communication 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)**

### **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 communication degree. Recent graduates are now working in newspapers, magazines, television production, P.R., 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 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 Communication.

## **18. JACS code (or other relevant coding system)**

P500 Journalism

## **19. Relevant QAA subject benchmark group(s)**

Communication, Media, Film and Cultural Studies

## **20. Reference points**

QAA Benchmark statement QAA Quality Code

<http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.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.

## Curriculum map for BA (Hons) Journalism and Communication

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	Awareness of a range of writing strategies and their pragmatic function within a broader context of social and cultural change.	C1	Core and key technical skills needed to produce multi-platform journalism: research, interviews, and technical skills needed to shoot film, record and edit.
A2	Appreciation of the increasingly important relationships between globalisation, contemporary journalism and communications processes.	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	Work confidently in a self-directed way on both small and major projects, demonstrating skills in time management, personal organisation and self-reflection.
A4	Theories relevant to the production, circulation and reception of texts, and a critical, reflexive approach to journalism, markets and audiences.	C4	Originate and produce journalism that adheres to the appropriate legal frameworks, professional guidelines and ethical standards of practice.
A5	An understanding of how past, current and future media industry trends impact on communication methods, consumption and employment.	C5	Synthesize and evaluate information from primary and secondary research for the purpose of producing journalism, essays, reports, presentations and dissertations.

Cognitive skills		Graduate Skills	
B1	Creatively interpret, evaluate and apply theories, concepts and other critical material to processes and practices of journalism and other forms of media communication.	D1	Demonstrate expertise in communicating stories, narratives and other messages effectively using a wide range of technologies.
B2	Reflectively evaluate their own critical and practical work and that of their peers with reflexivity and consideration.	D2	Demonstrate critical learning skills and the ability to function effectively as part of a team or as a self-directed learner, using the range of resources and skills available responsibly and ethically.



	Module Title	Code and Level	Programme outcomes																					
			A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5		
Level 4	What is Journalism? (compulsory)	JCM 1300	x	x		x		x	x		x	x		x		x			x					
	Information, Power and People (compulsory)	JCM 1301		x			x		x	x	x			x		x	x							
	Journalism Skills (compulsory)	JCM 1302	x	x	x				x	x	x		x		x	x		x	x					
	Campaign Communication (compulsory)	JCM 1304	x		x	x	x	x	x			x			x		x	x	x	x	x			
Level 5	Multimodal Journalism (compulsory)	JCM 2301	x	x	x		x	x	x	x			x		x	x			x			x		
	Investigative Techniques (compulsory)	JCM 2305				x		x		x		x		x			x				x			
	Broadcast Journalism (optional)	JCM 2000			x		x		x	x	x		x		x	x	x	x	x			x		
	Arts, lifestyle and Sports journalism (optional)	JCM 2302	x	x				x	x		x		x	x	x	x	x		x			x	x	
	Political Communication (optional)	JCM 2303	x		x	x	x	x		x		x					x				x			
	Innovative Science and Technology writing (optional)	JCM 2304	x		x	x		x				x		x	x	x		x				x	x	x
	Level 6	Independent Project (compulsory)	JCM 3300	x			x	x	x		x		x	x	x	x		x		x				x
Entrepreneurship (compulsory)		JCM 3301		x	x		x		x	x					x		x				x	x	x	
Long form Journalism (optional)		JCM 3302	x		x				x	x	x		x	x	x	x	x	x						

Journalism, Power and Money (optional)	JCM 3303	x	x		x	x	x	x		x	x		x			x		x	x			x	
Global Journalism and News Cultures (optional)	JCM 3304	x	x	x	x	x	x		x	x	x		x		x	x	x	x				x	
The Newsroom (optional)	JCM 3305			x				x		x		x	x	x	x			x					x
International Digital PR (optional)	MED 3057	x		x				x	x		x				x		x	x	x				x