

## Programme Specification for BA (Hons) Journalism

This document applies to Academic Year 2020/21 onwards

1.	<b>Awarding institution/body</b>	University of Worcester
2.	<b>Teaching institution</b>	University of Worcester
3.	<b>Programme accredited by</b>	Broadcast Journalist Training Council (BJTC)
4.	<b>Final award</b>	BA Hons
5.	<b>Programme title</b>	BA (Hons) Journalism
6.	<b>Pathways available</b>	Single, Major, Joint and Minor. Options for current Joint Honours combinations and UCAS codes can be found at: <a href="https://www.worcester.ac.uk/study/find-a-course/joint-degrees/joint-degrees.aspx">https://www.worcester.ac.uk/study/find-a-course/joint-degrees/joint-degrees.aspx</a>
7.	<b>Mode and/or site of delivery</b>	University of Worcester. The programme also includes two mandatory work placement modules, one one-week placement at Level 5 and one two-week placement at Level 6. This is a requirement of the industry accrediting body, the Broadcast Journalism Training Council (BJTC).
8.	<b>Mode of attendance and duration</b>	Full time (3 years) and part time, some modules may be offered in the evening.
9.	<b>UCAS Code</b>	Journalism BA - P500 BA/JOUR
10.	<b>Subject Benchmark statement and/or professional body statement</b>	QAA Subject Benchmark Statements: <a href="#">Communication, Media, Film and Cultural Studies (2019)</a>
11.	<b>Date of Programme Specification preparation/ revision</b>	January 2013. July 2013 – MECS3013 added to course. September 2013 – Level 4 Joint requirements corrected. March 2014 – New modules JOUR1010, JOUR3015 & JOUR3016 added. JOUR3007 change of title and status to optional (SH/JH/Maj/Min). Change of status for JOUR2008 & JOUR2010 JH only. Change of status to n/a (JH) for JOUR1009. April 2014 – JOIN coded modules added to Level 6 JH options. August 2014 and October 2014 – regulations amended. March 2015 – Change of status to mandatory (SH) for JOUR3005. January 2016 – JOUR3010 removed and excluded combinations updated for JOUR3011/12. June 2016 – New module JOUR1011. JOUR1007 removed. Excluded combination updated for JOUR1009. Change of status for JOUR1006 from optional to designated (SH) and n/a to optional (JH). General updates to sections 12; 13, 14, 15, 18 and 21. January 2017 – Pre-requisite modules removed for JOUR3014 and JOUR3016. Notes for requirements for JH at L5 updated. June 2018 – revisions to fully incorporate work-based elements, BJTC requirements and rationalisation of learning outcomes.

		August 2018 – AQU amendments. December 2018 – Revisions to award map. August 2019 – AQU amendments to Section 19. November 2019 – CMED2008 module title changed. August 2020 – AQU amendments to Section 19. Nov 2020 - Dissertation-equivalent module noted on award map (AQU)
--	--	---

## 12. Educational aims of the programme

The course aims to:

- 1) Enable students to critically investigate and analyse theoretical and conceptual issues central to journalism studies and to be able to synthesis and evaluate material.
- 2) Equip students with the skills to be able to originate and produce editorial content across a range of platforms including TV, radio, mobile, print and online.
- 3) Prepare students for the workplace through CV building, career mapping, the development of productive working relationships in-group activities and acquisition of specialist skills.
- 4) Provide opportunities for students to develop links with the media industry through work-based experience.
- 5) Enable students to investigate the development of journalism with regard to political, social, economic, legal, ethical and technological considerations.

Students keen to pursue a vocational career in broadcast journalism will be able to assure prospective employers that they have acquired industry standard skills as the University has industry accreditation with the Broadcast Journalism Training Council (BJTC). Students who successfully complete the Single Honours programme and work-based learning requirements (newsdays) are able to obtain the BJTC certificate.

The course content is a blend of practical and theoretical elements, the aim being to provide a sound academic underpinning to the subject. Although all students will obtain a solid grounding in journalism there is scope to select pathways and to tailor the course to meet specific requirements, for example through broadcast, magazine production, newspaper reporting, sports journalism, politics and photography.

Many skills and techniques are transferable, enabling students to use their learning as a basis for entry in to a vast range of careers. These include broadcast, print and online journalism, copywriting, communications, public relations and social media and web content management. The academic grounding will enable students to take postgraduate studies if this is their chosen direction.

The Single Honours pathway will offer an opportunity for full-time home and international students to study Journalism for 3 years at Worcester. The course, through its curriculum, develops awareness in students of international journalism through JOUR1000 Introduction to Journalism, JOUR2000 Media Law and Society, JOUR2006 Reporting Politics (Part 1) and JOUR3004 Reporting Politics (Part 2). The British political and social culture is viewed within a wider global context.

## 13. Intended learning outcomes and learning, teaching and assessment methods

### Knowledge and understanding:

<b>LO no.</b>	<b>On successful completion of the course, students will be able to:</b>	<b>Module Code/s</b>	<b>Award</b>
<b>1</b>	Demonstrate an understanding of the media industry and the impact of new and emerging media on a national and international scale		JOUR2000
<b>2</b>	Assess the role of journalists, past, present and future with an awareness of their responsibility as practitioners		JOUR2000 JOUR3004
<b>3</b>	Show understanding of the political, economic, social, technological, legal and ethical frameworks within which journalism operates		JOUR2000 JOUR3004
<b>4</b>	Understand how disability, class, ethnicity, gender, religion, nationality, sexuality, and other social divisions play key roles in terms of both access to the media and modes of representation in media texts (QAA 4.6 3.iii& 5.2 6.vi)		JOUR2000 JOUR2007 JOUR2011 JOUR3004 JOUR3005 JOUR3016
<b>5</b>	Demonstrate knowledge of the production, distribution, circulation and consumption of social meanings and values on a regional, national and global scale		JOUR2000 JOUR2007 JOUR2011 JOUR3016

### **Cognitive and intellectual skills:**

<b>LO no.</b>	<b>On successful completion of the course, students will be able to:</b>	<b>Module Code/s</b>
<b>6</b>	Demonstrate critical thinking, analysis and synthesis with reference to contemporary and historical debates and intellectual paradigms within journalism	JOUR2000 JOUR3004
<b>7</b>	Analyse forms of communication, media and culture as they have emerged historically with reference to social, cultural and technological change	JOUR2000 JOUR3004
<b>8</b>	Evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debate and conventions	JOUR2000 JOUR2007 JOUR2011 JOUR3004 JOUR3005 JOUR3016
<b>9</b>	Evaluate a range of journalistic artefacts with reference to the social and cultural contexts and diversity of contemporary society and have an understanding of how different social groups variously make use of, and engage with, forms of communication	JOUR2000

### **Practical skills relevant to employment:**

<b>LO no.</b>	<b>On successful completion of the course, students will be able to:</b>	<b>Module Code/s</b>
<b>10</b>	Initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual, sound or other electronic and digital media (QAA5.4 3iii)	All modules except MECS3013

11	Demonstrate skills in creative and reflexive capacities in innovative ways of working both independently and as a team	JOUR2007 JOUR2011 JOUR3005 JOUR3016
12	Produce a variety of multi-platform media to agreed requirements, for content, treatment and format with an understanding of the needs of diverse audiences. (QAA 5.4 7 vii, BJTC and Skillset)	JOUR2000 JOUR2007 JOUR2011 JOUR3004 JOUR3005 JOUR3016
13	Develop material which conforms to the ethical, regulatory and legal considerations relevant to the production of cultural forms and products (QAA 5.4 9. ix) BJTC /Skillset/ OFCOM/IPSO)	JOUR2000
14	Operate a range of technical media equipment required for the production of editorial content and to work with web-based technology (BJTC)	JOUR2000 JOUR2007 JOUR2011 JOUR3004 JOUR3005 JOUR3016
15	Understand the importance of the commissioning and funding structures of the creative industries and work within the constraints imposed by them (QAA 5.4 2.ii)	JOUR3011/ 12 JOUR3013
16	Apply a range of investigation and enquiry techniques using a range of source material and contacts; primary, secondary, academic and non-academic.(QAA 5.3)	JOUR2000 JOUR2007 JOUR2011 JOUR3004 JOUR3005 JOUR3016

**Learning outcomes and combined subject degrees (joint, major and minor pathways):**

- **Joint Pathway**  
Students following a joint pathway will have met the majority of the learning outcomes for the subject, although the range of knowledge and discipline specific understanding in terms of options or specialisms will be more restricted than for a single or major Honours student.
- **Major Pathway**  
Students following a major pathway will have met the learning outcomes for the subject but will have focused their studies in relation to subject options or specialisms.
- **Minor Pathway**  
Students following a minor pathway will have met some of the learning outcomes for the subject (as indicated by the modules studied), and will have focused the development of their knowledge, understanding and subject specific skills in particular aspects of the discipline.

**Examples of learning, teaching and assessment methods used:**

- Lectures; seminars; demonstrations; workshops; work simulations (newsdays); tutorials, group and individual project work; supervised independent learning; open and resource-based learning; e-learning; production practice; examinations and work placements.
- Teaching involves large and small group sessions, the latter especially for workshop activities related to the acquisition of production skills.
- Sessions are a mix of tutor-led, student-led and independent learning.
- Learning opportunities enable active assimilation, application, questioning, debate and critical reflection.
- Guest speakers and visits form part of the learning process.

#### *Assessment methods*

Assessment is largely coursework. Assessment methods include: written news stories, features and commentaries; audio and visual news and feature inserts; newsdays; portfolios with reflective log books; production tasks involving a range of media technology; group and individually produced projects; research exercises; critical self and peer review; work-based learning reports and external placement opportunities. Tutor observation forms part of assessment for some aspects of group work.

There are two examinations in the Law and Ethics modules, at levels 4 and 5. The assessment criteria for all journalism modules reflect the need for professionalism and a commitment to group activities in the planning and production of work, and this requires good attendance. Attendance at all formal taught sessions and other course activities is expected.

#### *Work Placements*

The two work placement modules, which are mandatory for students taking Single Honours Journalism, occur at Level 5 (minimum 35 hours) and Level 6 (minimum 70 hours). The modules are introduced at the end of the previous year of study i.e. at the end of Level 4 for the Year 2 work placement and at the end of Level 5 for the Year 3 placement. These are a requirement of the industry-accrediting body the Broadcast Journalism Training Council, which requires students on the SH course to have completed a minimum of three weeks during the course. The assessment for these is through portfolios demonstrating successful completion of the placement together with other material as outlined in the modules.

Students are able to apply for placements taking place during the summer and the early weeks of September before the academic year starts.

## **14 Assessment Strategy**

#### *Transferable Skills*

The forms of assessment are structured over the three years of the degree to allow students to develop certain transferable skills, such as those of presentation (oral and written) and communication, collaboration and self-reflection. They also enable students to develop their ability to think independently, to formulate and research their own topics and to build on their knowledge and interests. There is scope to develop specialist skills in a range of areas including print, broadcast, PR and communications, sports, photography and online. These options include shorthand.

#### *Knowledge*

The assessment of knowledge is predominantly via coursework including essays, editorial content, written and audio visual, individual and group presentations, individual and group critical self-evaluation, research exercises, individual work-based learning reports, independent studies, project reports and portfolios. There are two law examinations. Formal and informal formative feedback is provided through seminars, tutorials and the submission of essay plans and draft work. The BJTC guidelines require that students have opportunities to engage in 'real' newsdays where they are generating editorial content and presenting it on a range of platforms, including

online, audio and visual. The BJTC require 15 of these a year at Levels 5 and 6, and these are integrated within the modules and provide opportunities for students to demonstrate what they have learnt.

### *Intellectual Skills*

Intellectual skills are promoted through lectures and applied by students in seminars, group work, tutorials, online study, independent study and the production of assessments. Additionally, assessment requires students to synthesise information, understand conceptual ideas, as well as critical perspectives and contextual insights in order to comprehend the relationship between production and institutions, consumption and audiences and texts and representations. Students are encouraged to consider and evaluate their own work in a self-reflexive and evaluative manner with reference to academic debates and personal development within the context of key themes in journalism.

### *Practical Skills*

The assessment of practical skills is via coursework including individual and group production work, portfolio-based assignments and a range of research exercises. Assessment requires students to develop skills for working independently and in teams. These skills are further assessed during work experience and work placement modules. The work is assessed via coursework.

Summative work is typically assessed at two (15 credit) or three (30 credit) points in the optional, designated and mandatory modules. Advice about assignments is presented in the module outline at the commencement of each module and full direction is given within the context of teaching sessions. Teaching, group tasks and workshops are also designed to provide formative opportunities to develop the skills, competencies and understanding that will be demonstrated in the summative assessment tasks.

Practical skills are developed in workshop sessions where there is scope for formative assessment leading to formal submissions. Practical and theoretical skills are interwoven in the mandatory module JOUR1000 to develop grounding in journalism and academic practices. Essay writing techniques and skills are developed in this module and in JOUR1010 Introduction to Law and Ethics. The practical component involves covering court proceedings. This module also includes an examination. JOUR1009 Practical Journalism Skills (1) the practical 30-credit module (mandatory for Single Honours students) involves a hands-on introduction to radio and video production skills. JOUR1006 Introduction to Digital Techniques (mandatory for all Journalism students) involves mobile journalism and social media coverage, which have become key areas within the field of journalism. The modules at level 4 expand the students' analytical, practical and critical and reflective skills through assessments that range from media production work and journals and reports to oral presentations and reflective analysis. JOUR1005 Introduction to Feature Writing and JOUR1008 Introduction to Photojournalism introduce single honours students to special interest areas. The programme assessment format develops critical and creative thinking and consolidates key transferable and employability skills.

Level 5 modules will engage students with a range of practical and theoretical approaches to journalism. Assessment at level 5 is also designed to develop independent learning and research skills. The two 30 credit modules at level 5 are designed to offer a range of assessments including practical group work, reflecting industry practice and JOUR2011 Practical Journalism Skills (2) involves 'live' newdays. The assessments in JOUR2000 Law, Ethics and Society include practical court reporting and making Freedom of Information requests. This module also includes an examination. JOUR2006 Reporting Politics (1) also involves a combination of practical and theoretical topics. Students are able to further develop their chosen pathways through a choice of assessment, for instance enabling submission in either print or audio formats.

Level 5 also includes practical group work through JOUR2002 Magazine Production. There are also journals, reflective logs, presentations and essays.

At level 6, assessment methods are designed to offer students development of critical thinking and reflection, as well as expression of ideas and independent practical work encouraging the origination of material to meet specific media needs in both journalism and the communications sector as a whole. In the year 3 mandatory Negotiated Project module (30 credits for Single Honours and Major students and 15 credits for Minors) the task is designed to explore students' individual interests, creativity and interdisciplinary pursuits and to give students the opportunity to work closely in one-to-one tutorial contexts often on a topic that is the focus of a lecturer's personal expertise. Students are encouraged to develop projects with 'real' clients where possible and to tailor the outcomes to meet specific audience needs. The aim is to help bridge their movements from education into the workplace. JOUR3016 Live News Production (Radio and TV) is designed to prepare students for the world of work while also meeting the requirements of the BJTC guidelines. These stipulate that students should have the opportunity for regular (minimum of 15) live news a year where they are able to demonstrate their learning. JOUR3008 Advanced Print Production enables further development with magazine or newspaper production work, while JOUR3007 Advanced Journalism (Theory and Practice) supports students in the development of their chosen field, for instance sports journalism. A blend of practical and theoretical work is involved with JOUR3004 Reporting Politics (2).

## **15. Programme structures and requirements**

Please see Appendix 1 for the award map.

### ***Convergence and opportunities for students to specialise***

There is recognition of the need for journalists to be multi-skilled in order to meet the needs of a converged media landscape. The Level 4 mandatory module JOUR1000 Introduction to Journalism aims to introduce students to different presentation styles within journalism. Students then engage directly with the skills required in the 30-credit JOUR1009 Practical Journalism Skills (1). Single and Joint Honours students create content with and for mobile devices and social media in JOUR1006 Introduction to Digital Techniques. Multi-platform production and delivery is also central to the 30-credit JOUR2011 Practical Journalism Skills (2). This is also delivered as two 15-credit modules, JOUR2008 (radio) and JOUR2010 (TV) with an online platform and mobile journalism being integrated for both provides opportunities for joint honours students to select just one practical broadcast module. Some other modules with practical assessments enable students a choice over which format(s) to select for their assessments. This fully acknowledges the convergent nature of journalism.

In addition, it is possible for students to select specialist modules that enable them to develop a preferred skill. The specialist areas are:

### ***Print – for magazines and newspapers on and offline***

Students wishing to specialise in print can select JOUR2002 Magazine Production at Level 5 and then JOUR3008 Advanced Print Production at Level 6, which also incorporates sub-editing. Feature writing skills can be developed over the three years for Single Honours students through JOUR1005 Feature Writing, JOUR2009 Intermediate Feature Writing and JOUR3007 Advanced Journalism Skills. Joint Honours students have the opportunity to develop these skills over the second and third years with JOUR2009 Intermediate Feature Writing and JOUR3007 Advanced Journalism Skills. News writing skills, preparing students for work on a range of traditional print and online platforms are embedded in many modules including at level 4 the mandatory modules, Introduction to Journalism JOUR1000 and JOUR1010 Introduction to Law and Ethics. It is also integral with the mandatory 30-credit level 5 Law, Ethics and Society module JOUR2000 and with the politics modules JOUR2006 at level 5 and JOUR3004 at level 6, although students are also able to produce work in different formats. The level 6 module JOUR3007 also enables a focus on

news writing and the latest online practices, including specialisms like data journalism and the use of 3D Virtual Reality and Drones in journalism.

### ***Broadcast Journalism***

Students will be introduced to this in the Practical Journalism Skills (1) JOUR1009 and JOUR1006 Introduction to Digital Techniques, which incorporates mobile journalism. Broadcast skills can be further developed in JOUR2011 Practical Journalism Skills (2), which incorporates JOUR 2010 Digital Reporting Techniques (1) focusing on video production work and JOUR2008 a radio production module. This is available as a 15-credit module for Minor Joint students. Students are encouraged, where possible, to produce content for different platforms, encouraging a multi-media approach to journalism. At level 6 there is the 30-credit JOUR3016 Live News Production (Radio & TV), which can be delivered as separate 15 credit modules for joint honours students to select if they do not wish to take all of it. For students keen to develop skills as broadcast researchers there is JOUR3006 Broadcast Research Skills.

### ***PR and communications***

Students wishing you pursue careers in the communications industry as PR and publicity professionals are able to select specialised route that enable practical work to engage with their interest areas. JOUR3007 Advanced Journalism enables them to use the many cross-transferable skills to produce work for their portfolios. Work experience opportunities in the PR and marketing sphere are available through the two work placement modules, JOUR2007 Developing Your Media Career and JOUR3005 Work Placement, although Single Honours students are required to ensure they experience work at a news outlet as part of their professional development. This is a requirement of the BJTC. At Level 6 students are able to select a communications project, perhaps a marketing campaign, with the Negotiated Project modules offered at 15 credits for Minor students and at 30 credits for Single Honours and Major students.

### ***Sport***

Many of the assessments within modules enable students to focus on their special interest area, whether they enrol on the course with that in mind, or develop the interest while undertaking the course and exploring options. At level 4 these include JOUR1000 Introduction to Journalism, JOUR1005 Introduction to Feature Writing, JOUR1008 Introduction to Photojournalism, and JOUR1009 Practical Reporting Skills.

At level 5 there is a dedicated Sports Journalism module, JOUR2005, and options to submit sports journalism in JOUR2009 Intermediate Feature Writing and the broadcast submissions as part of JOUR2011 Practical Reporting Skills (2) Part of this includes mobile journalism and live tweeting. JOUR2002 Magazine Production enables students to select special interest areas. Students keen to develop the sports photography strand can take the optional CMED2008 or CMED2009. Students are also able to select a sports outlet for a placement in JOUR2007 Developing your Media Career.

At level 6 there is enormous scope to develop sports journalism through the Negotiated Project, JOUR3007 Advanced Journalism and with sports coverage on live newscasts in JOUR3016 Live News production (Radio and TV). Students are also able to select a sports outlet for JOUR3005 Work Placement

### ***Photography***

JOUR1008 Introduction to Photojournalism provides the foundation for progression to CMED2008 or CMED2009 and CMED3007 Documentary Photography. The magazine modules, JOUR2002 and JOUR3008 provide huge scope for photographic input, along with the negotiated Project taken at Level 6, which could specialise on a photography-based project.

### ***Politics:***

Students have the opportunity to develop their skills at reporting political issues through JOUR2006 Reporting Politics (1) and JOUR3004 Reporting Politics (2).



## 16. QAA and Professional Academic Standards and Quality

The course reflects the subject benchmark statement for [Communication, Media, Film and Cultural Studies \(2019\)](#) as it applies to Journalism. These articulate the defining principles, nature and scope of the subject as well as the knowledge, understanding and subject skills expected of successful honours graduates in this area. These have been used to craft module learning outcomes and their content as well as learning, teaching and assessment strategies of modules. Section 13 is devised in line with key benchmarks indicated.

The defining principles of 1.1 (QAA 2019:3) recognise the importance of ‘the systematic study of communication, media, film and culture in national, transnational and global contexts.’ The diversity of degree programmes in this area is also acknowledged where programmes ‘are characterised by diversity of emphases’(QAA19:5). Journalism at Worcester focuses on a number of areas highlighted in the benchmark statements, particularly focusing on material culture and everyday cultural practices, established and new media as well as ranging across the general areas of culture and media.

Specifically, the course framework is structured to support ‘an understanding of the processes linking pre-production, production, distribution, circulation, reception and use’ (QAA 2019:9). This framework provides the bases for placing into context other relevant subject benchmarks including ‘the roles of communication systems, modes of representations and systems of meaning in the ordering of societies’ (QAA 2016:8), ‘cultural practices and institutions in society’ (QAA 2019:8); an historically informed knowledge of ‘the contribution of media organisations to the shaping of modernities’ (QAA 2019:8); ‘an understanding of the ways in which identities are constructed and contested through engagements with culture’ (QAA 2019:10); an understanding how ‘social divisions play key roles in terms of both access to the media and modes of representation in media texts’ (QAA 2019:10).

Skills of intellectual analysis include the ability to ‘engage critically with major thinkers, debates within the field, putting them to productive use’ (QAA 2019:11). Modules also enable students to ‘make critical judgements in the understanding and evaluation of these forms’ (QAA 2019:11) and to ‘consider and evaluate their own work in a reflexive manner, with reference to academic codes of practice and/or professional conventions, issues and debates’ QAA 2019:11). Students are enabled to ‘produce work that uses the effective manipulation of one or more of sound, images, and the written word, including understanding relevant industry standards and how they are defined and achieved’ (QAA 2019:11).

The learning outcomes highlight the development of research skills to ‘carry out various forms of research’ (QAA 2019:11). The research project is the culmination of such research skills and builds on proficiencies developed in previous modules. These skills are also developed throughout their undergraduate studies. Hence, progression through Journalism at the University of Worcester ‘leads to an increasing emphasis on student self-direction and self-responsibility in the teaching and learning strategies deployed.’(QAA 2019:13).

The Journalism programme adheres to the QAA Benchmark Statements for Communication, Media, Film and Cultural Studies. The award is located at level 6 of the FHEQ. Drawing on material in the Subject Benchmark Statement and FHEQ reference points, the learning outcomes were determined for the course. The constituent modules were devised to meet these learning outcomes within a curriculum, which reflects the requirements of the various benchmark statements. The assessment strategy, likewise, was formulated with these guidelines in mind.

## 17. Support for students (Journalism)

The Journalism Course Team is committed to ensuring that all students are given consideration and support throughout their time at the University of Worcester.

Student's transition into University life is assisted by an initial one-week's induction programme which through a range of activities introduces students to their course, the staff who will be teaching them and the School of the Arts (SoA). Students are for example invited to take part in a journalism field trip and to attend the School of the Arts (SoA) Freshers' Party in induction week.

During this initial induction week students are involved in a range of activities which support them in developing an understanding of the expectations of their course, undergraduate study and the University's systems and services. They have talks or tours, for example, which introduce them to the Library and IT facilities, Media Services, the Careers and the Counselling Service.

Students are also provided with a brief induction into their second and third year in the mandatory modules.

All students are allocated an academic tutor who will advise them on issues related to their course throughout their study at the University and who monitor their progress. Academic tutor sessions usually take one of two forms: either one-to-one sessions where notes are taken and stored on SOLE, or group-based sessions where general points and issues relating to the course are dealt with. Students are invited to meet their academic tutor twice a semester. Subject specialist tutors are also available to act as Negotiated Project tutors when students are in their final year.

Opportunities to use the new radio studios outside timetabled sessions enable students to continue to develop their professional skills throughout the course. A website has been established to showcase student work and the best audio and visual work produced in the course.

There are two catch-up weeks, one in each Semester, where the timetable provides opportunities for students to concentrate on their assignments or seek tutor support.

Staff teaching students on modules support students through one – to- one and small group tutorials; and provide students with clear indications of when they will be available to see students.

Students taking work placement modules will have regular contact with the module tutor and a mid-point review to see how the placement is going. There is also a debrief after the placement.

Students are further supported through a range of online –support, for example via email or Skype tutorials. All modules are supported through the virtual learning environment accessed through Blackboard. The Course Handbook is also available online.

Furthermore, the Course team liaises with a range of centrally provided support services to ensure that students access all appropriate channels of support, these include for example:

- The [Disability and Dyslexia Service](#) within [Student Services](#) specialist support on a one to one basis.
- Writing support from the Royal Literary Fund Writers in Residence.
- Writing support for international and EU students from the Language Centre. Students taking the Single Honours and accepted below IELTS 7.5 or equivalent will be required to take support offered to improve their reading, writing, speaking and listening skills to reach that level.
- The Students' Union which as an independent charity, devoted to the educational interests and welfare of all students studying at the University it represents student views within the University.

## **18. Admissions**

## **Admissions policy**

The admissions policy for Journalism seeks to be inclusive, and the course is committed to widening participation to include all groups in society.

## **Entry requirements**

The University's standard entry requirements apply: 4 GCSEs (Grade C/4 or above) and a minimum of 2 A Levels (or equivalent Level 3 qualifications). Although A Level English is desirable, evidence of sound written skills through relevant subjects is acceptable.

International students must have a minimum Academic IELTS overall band score of 6.5 (with a minimum of 5.5 in each component) if applying for the Single Honours course and a minimum Academic IELTS overall band score of 6.0 (with a minimum of 5.5 in each component) for Joint Honours. The current UCAS Tariff requirements for entry to the course are published on the University of Worcester website.

International students may also apply for this course through the University of Worcester International College (UWIC) programme. Students who successfully complete UWIC Stage 1 will progress to UWIC Stage 2 Integrated Level 4 Programme which involves completing 120 credits of University of Worcester modules as set out in the award map in section 15, plus a year-long study skills programme with UWIC. Students will be required to successfully complete the UWIC study skills programme in addition to meeting the University requirements for progression to Level 5.

## **Recognition of Prior Learning**

Details of acceptable level 3 qualifications, policy in relation to mature students or applicants with few or no formal qualifications can be found in the prospectus or on the University webpages. Information on eligibility for recognition of prior learning for the purposes of entry or advanced standing is also available from the [University webpages](#) or from the Registry Admissions Office (01905 855111).

## **Admissions procedures**

Full-time applicants apply through UCAS P500BA/JOUR

A list of codes for Joint Honours combinations is detailed in section 9 above)

Part-time applicants apply directly to University of Worcester (UW)

## **Admissions/Selection Criteria**

The UCAS application form is used to ensure that the applicant has sufficient academic qualifications and experience to be able to engage with the course.

All Single Honours applicants are required to undergo a robust selection process which may include an interview. This is a requirement of the Broadcast Journalism Training Council, which accredits the course. This process may involve face-to-face, Skype or telephone interviews. All students are invited to Open Days and Visit Days and encouraged to explore any aspect of their application that may require further clarification. UK journalism requires good English. This embraces spelling, grammar and fluency. It is, therefore, essential that the candidate demonstrates a full command of spoken and written English, and candidates will be presented with exercises in story writing and/or text re-versioning.

The BJTC also require that successful candidates should also be able to demonstrate that they have a range of other qualities from this list:

- Basic competencies in keyboard skills and internet use for data searching and communication
- Strong, broadcast voice qualities and a capacity to acquire presentation skills.

- Good general knowledge, especially of current affairs and/or a specialist field of journalism
- Evidence of key skills such as team working, problem solving, flexibility, tenacity, lateral thinking, enthusiasm, willingness, initiative
- Strong, broadcast voice qualities and a capacity to acquire presentation skills. Voice qualities should be assessed at the point of interview
- Basic skills in blogging, tweeting or another web-based narrative construction
- Prior relevant experience
- Knowledge of British and global media markets
- Knowledge of communities and an understanding of the importance of diversity

## 19. Regulation of assessment

The course operates under the University's [Taught Courses Regulatory Framework](#)

### Requirements to pass modules

- Modules are assessed using a variety of assessment activities, which are detailed in the module specifications.
- The minimum pass mark is D- for each module.
- Students are required to submit all items of assessment in order to pass a module, and in some modules, a pass mark in each item of assessment may be required.
- Some modules have attendance requirements.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline and the grading criteria can be found at the end of this document.

### Submission of assessment items

- Students who submit course work late but within 7 days (one week) of the due date will have work marked, but the grade will be capped at D- unless an application for mitigating circumstances is accepted.
- Students who submit work later than 7 days (one week) of the due date will not have work marked unless they have submitted a valid claim of mitigating circumstances.
- For full details of submission regulations please see [Taught Courses Regulatory Framework](#).

### Retrieval of failure

- Students are entitled to resit failed assessment items for any module that is awarded a fail grade.
- Reassessment items that are passed are capped at D-.
- If a student is unsuccessful in the reassessment, they have the right to retake the module (or, in some circumstances, take an alternative module); the module grade for a re-taken module is capped at D-.
- A student will be notified of the reassessment opportunities in the results notification issued via the secure student portal (SOLE). It is the student's responsibility to be aware of and comply with any reassessments.

### Requirements for Progression

- A student will be permitted to progress from Level 4 to Level 5 if, by the time of the reassessment Board of Examiners, they have passed at least 90 credits at Level 4. Outstanding Level 4 credits must normally be studied in the following academic year.
- A student will be permitted to progress from Level 5 to Level 6 if, by the time of the reassessment Board of Examiners, they have passed at least 210 credits, including 90 credits at Level 5. Outstanding Level 5 credits must normally be studied in the following academic year.

- A student who, by the time of the reassessment Board of Examiners, has failed 90 credits or more (after exhausting all reassessment opportunities) during the academic year, will have their registration with the University terminated
- If a student has not passed at least 90 credits by the reassessment Board of Examiners, the student is not permitted to progress to the next level and will be required to either complete outstanding reassessment or retake the failed modules the following academic year. Students will be able to carry forward any passed modules.
- For students following the UWIC pathway see section 18 above.

### Requirements for Awards

Award	Requirement
CertHE	In order to be eligible for the exit award of Certificate in Higher Education in the named subject/area of study, a student must have passed at least 120 credits in total including the mandatory modules for level 4 of the award as specified on the award map.
DipHE	In order to be eligible for the exit award of Diploma in Higher Education in the named subject/area of study, a student must have passed at least 240 credits in total including the mandatory modules for level 4 and level 5 of the award as specified on the award map.
Degree (non-honours)	Passed a minimum of 300 credits with at least 90 credits at Level 5 or higher and a minimum of 60 credits at Level 6, including the mandatory modules for Level 5 and Level 6 of the award (not the Dissertation/Project module) as specified on the award map.
Degree with honours	Passed a minimum of 360 credits with at least 90 credits at Level 5 or higher and a minimum of 120 credits at Level 6, as specified on the award map.

### Classification

The honours classification will be determined by whichever of the following two methods results in the higher classification:

Classification determined on the profile of the best grades from 60 credits attained at Level 5 and the best grades from 120 credits at Level 6. Level 5 and Level 6 grades count equally in the profile.

Classification determined on the profile of the best grades from 120 credits attained at Level 6 only.

For further information on honours degree classification, see the Taught Courses Regulatory Framework.

## 20. Graduate destinations, employability and links with employers

### Graduate destinations

Graduate employment rates into media related jobs have steadily increased and since 2013, the first year of single honours students graduating, at least one student each year has gone straight to the BBC following a partnership internship. A record four students went to work for the BBC after completed their course in 2017 and two were paid while working for them part-time during their final year. Others have secured work at Channel 4 and Sunset and Vine, Made in Birmingham and Anglian Radio. Many of other graduates have gone into print and online positions, including the Bullivant Media stable of newspapers in the West Midlands area, the

Oxford Chronicle and the Gay Times, London. Some students have secured work with online news sites and news agencies, such as South West News Service and Caters, News Agency. Due to the many cross transferable skills a high number of students have also secured work in PR & communications, social media management and digital communications. These include county and district councils, health and police authorities as well as private companies, including Jaguar UK.

### **Student employability**

The Journalism course has many transferable skills embedded in it with the intention of providing graduates with a wide range of potential jobs. With the growth in employment online there has been a steady growth in the skills taught to enable graduates to take up a variety of roles involving websites. These range from the creation and production of content to managing websites, including uploading and editing material, and tracking online activity for marketing purposes. The core skills of writing enable students to apply for a range of positions where they would be required to script material in a specific style for particular audiences. By ensuring students are multi-skilled they will graduate with the ability to work on a number of platforms. Learning to communicate with the public and officials in a number of different ways is also a critical skill and helps to build confidence for when they enter the workplace.

A series of 'live' news days and simulated exercises help to bridge the gap between academia and the media industry giving students 'real' experience. A number of trips, including Westminster for JOUR3004 Reporting Politics, together with a large number of visiting experts and guest lecturers help to inspire students and make them aware of the skills required for employment. Reflective thinking tasks are embedded throughout the course. There are two work placement modules and, through industry links, opportunities to work at a range of outlets including the BBC. Students are also required to make presentations, including to industry professionals and these help them to become more confident.

Working in groups and independently ensures that they are able to meet the varied challenges that they may face in the workplace. Time-management is a core skill and students become proficient at extracting key points quickly and translating them into a range of formats accurately and at speed. The BJTC accreditation also provides work placement opportunities and industry links within the broadcast industry. The magazine production modules provide students with the skills to apply for work in that thriving sector. The Subject Leader regularly emails the class lists on mandatory modules with voluntary work experience opportunities, as well as job vacancies.

### **Links with employers**

There are opportunities for a number of students to secure placements through the university's Media Diversity Partnership with the BBC. This has steadily grown and now includes eight placements a year, one of them a month long and offered to a graduating student interested in sports journalism. Other broadcast work experience openings are offered via the BJTC link and at local newspapers, with several now employed at Bullivant Media. The University's partnership with the city's community youth radio station Youthcomm provides opportunities for work experience, with one student securing an 'earn-as-you learn' paid breakfast presenting slot. Students are regularly on placements at Newsquest's Worcester News, the Birmingham Post and Mail, Wolverhampton and Shropshire Express and Star papers and at a variety of magazines and online sports organisations. A number of students enter the PR, communications and Social Media Management sphere and the course has many connections with organisations requiring these skills, with undergraduates on placements and alumni working at many of them, including the fire service, police and local councils. The journalism area also has a strong link with Parliament through the local MP, and students get career advice on the civil service and other political and voluntary and political spheres. There are links with Malvern Theatres with students regularly working in the Press Office and covering events with reviews appearing on their website. They are also encouraged to take up volunteering opportunities, and internships, offered through the Students Union and with local employers. The students that have undertaken work project

modules have participated in a wide range of areas including local radio, teaching, marketing, events management and local newspapers. Websites have also provided opportunities for students to gain experience, some on an 'earn as you learn' basis.

**Please note:** This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in associated course documentation e.g. course handbooks, module outlines and module specifications.

## Appendix 1 Award Map

<b>Course Title: BA (Hons) Journalism</b>	<b>Year of entry: 2020/21 onwards</b>
---	---------------------------------------

<b>Level 4</b>						
<b>Module Code</b>	<b>Module Title</b>	<b>Credits (Number)</b>	<b>Status (Designated (D) or Mandatory (M) or Optional (O))</b>		<b>Pre-requisites (Code of Module required)</b>	<b>Co-requisites/exclusions and other notes</b>
			<b>Single Hons</b>	<b>Joint Hons</b>		
JOUR1000	Introduction to Journalism	30	M	M	None	None
JOUR1005	Introduction to Feature Writing	15	M	N/A	None	None
JOUR1006	Introduction to Digital Techniques	15	M	M	None	None
JOUR1008	Introduction to Photojournalism	15	M	N/A	None	None
JOUR1009	Practical Journalism Skills (1)	30	M	N/A	None	None
JOUR1010	Journalism Law and Ethics	15	M	M	None	None

### Single Honours Requirements at Level 4

Single Honours students must take 120 credits in total, which must be drawn from the table above to include JOUR1000 (30 credits) and JOUR1005 (15 credits) and JOUR1006 (15 credits) and JOUR1008 (15 credits) and JOUR1009 (30 credits) and JOUR1010 (15 credits).

### Joint Honours Requirements at Level 4

Joint Honours students must take 60 credits from the table above to include JOUR1000 (30 credits), JOUR1006 (15 credits) and JOUR1010 (15 credits).



Level 5								
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O))				Pre-requisites (Code of Module required)	Co-requisites/ exclusions and other notes
			SH	Maj	JH	Min		
JOUR2000	Journalism, Law, Ethics and Society	30	M	M	M	M	None	None
JOUR2002	Magazine Journalism	15	O	O	O	O	None	None
JOUR2005	Sports Journalism	15	O	O	O	O	None	None
JOUR2006	Reporting Politics (1)	15	M	O	O	O	None	None
JOUR2007	Developing Your Media Career	15	M	O	O	O	None	None
JOUR2008	Digital Reporting Techniques (2)	15	N/A	N/A	O	O	None	Excluded combination JOUR2011
JOUR2009	Intermediate Feature Writing	15	O	O	O	O	None	None
JOUR2010	Digital Reporting Techniques (1)	15	N/A	N/A	O	O	None	Excluded combination JOUR2011
JOUR2011	Practical Journalism Skills (2)	30	M	M	O	O	None	Excluded combinations JOUR2008, and JOUR2010. This module comprises of modules JOUR2008 and JOUR2010
CMED2008	Available Light Photography	15	O	O	O	N/A	None	None
CMED2009	Commercial Studio Photography	15	O	O	O	N/A	None	None

### Single Honours Requirements at Level 5

Single Honours students must take 120 credits in total, 90 of which must be drawn from the table above to include JOUR2000 (30 credits), JOUR2006 (15 credits), JOUR2007 (15 credits) and JOUR2011 (30 credits).

### Joint, Major and Minor Honours Requirements at Level 5

Students following Joint Honours pathways can adjust their studies at level 5 to take more modules in one subject or can maintain an equally balanced programme of modules in each subject. The precise award title (Joint Hons or Major/Minor Hons) depends on the total number of credit achieved in each subject at levels 5 and 6 – for further information see the table at the end of this document.

**Major Pathway Requirements at Level 5**

Major Pathway students must take at least 75 and no more than 90 credits from the table above to include JOUR2000 (30 credits) and JOUR2011 (30 credits) and at least one of the other 7 options.

**Joint Pathway Requirements at Level 5**

Joint pathway students must take at least 60 credits and no more than 75 credits from the table above to include JOUR2000 (30 credits).

**Minor Pathway Requirements at Level 5**

Minor Pathway students must take at least 30 credits and no more than 60 credits from the table above to include JOUR2000 (30 credits).

Level 6								
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O))				Pre-requisites (Code of Module required)	Co-requisites/ exclusions and other notes
			SH	Maj	JH	Min		
JOUR3004	Reporting Politics (2)	15	M	O	O	O	JOUR2006	None
JOUR3005	Work Placement	15	M	O	O	O	None	None
JOUR3006	Broadcast Research Skills	15	O	O	O	O	None	None
JOUR3007	Advanced Journalism (Theory and Practice)	15	O	O	O	O	JOUR2000	None
JOUR3008	Advanced Print Production	15	O	O	O	O	JOUR2002	None
JOUR3011/12	Negotiated Project (2) (Dissertation equivalent module)	30	O	O	O	N/A	None	Run over one or two semesters.
JOUR3013	Negotiated Project (1)	15	N/A	N/A	N/A	O	None	None
JOUR3014	Live Radio News Production	15	N/A	O	O	O	JOUR2008 or JOUR2011	Excluded combination JOUR3016
JOUR3015	Live Television News Production	15	N/A	O	O	O	JOUR2010 or JOUR2011	Excluded combination JOUR3016
JOUR3016	Live News Production (Radio & TV)	30	M	O	O	O	JOUR2011	Excluded combinations JOUR3014 & 3015 as these comprise JOUR3016.
CMED3007	Documentary Photography	15	O	O	O	O	None	None
MECS3013	Green Media	15	O	O	O	N/A	None	None

### Single Honours Requirements at Level 6

Single Honours students must take 120 credits from the table above to include JOUR3004 (15 credits), JOUR3016 (30 credits), JOUR3005 (15 credits) and either JOUR3011 (30 credits) or JOUR3012 (30 credits).

### Joint, Major and Minor Honours Requirements at Level 6

Students following pathways in two subjects can adjust their studies at level 6 to take more modules in one subject or can maintain an equally balanced programme of modules in each subject. The precise award title (Joint Hons or Major/Minor Hons) depends on the total number of credit achieved in each subject at levels 5 and 6 – for further information see table at the end of this document.

**Major Pathway Requirements at Level 6**

Major Pathway students must take either 75 or 90 credits from the table above to include **either** JOUR3011 (30 credits) **or** JOUR3012 (30 credits).

**Joint Pathway Requirements at Level 6**

Joint pathway students must take 45, 60 or 75 credits (to make at least 105 credits over levels 5 and 6 in the subject, and no more than 135 credits over levels 5 and 6 in the subject), from the table above.

Joint pathway students who choose to take their Dissertation (or equivalent Project) in this subject must take JOUR 3011/12 (30 credits). Joint pathway students who choose to place their Dissertation (or equivalent Project) in their other joint subject must take 45 to 75 credits from table above (excluding JOUR3011 and JOUR3012).

Joint pathway students must take one Dissertation (or equivalent Project), either in this subject, in their other joint subject, or take JOIN3001/2 or JOIN3003 where the Dissertation covers both joint subjects.

**Minor Pathway Requirements at Level 6**

Minor pathway students must take either 30 or 45 credits from the table above.

**Credit requirements for awards involving two subjects**

In determining whether an award derived from two subjects is Joint Honours (subject 1 **and** subject 2) or Major/Minor Honours (subject 1 **with** subject 2) credits taken in each subject at levels 5 and 6 will count as follows:

Subject 1	Subject 2	Award
120	120	Joint Hons
135	105	Joint Hons
150	90	Major/minor Hons
165	75	Major/minor Hons
180	60	Major/minor Hons