

## KEY PROGRAMME INFORMATION

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credits</b> MA Multimedia Journalism: 180 Level 7 credits (90 ECTS)	
<b>Intermediate award(s), title(s) and credits</b> PG Dip Multimedia Journalism: 120 Level 7 credits (60 ECTS) PG Cert Multimedia Journalism: 60 Level 7 credits (30 ECTS)	
<b>UCAS Programme Code(s) (where applicable and if known)</b> Not applicable	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> Programme HESA JACS code: P500
<b>External reference points</b> The framework meets the QAA Framework for Higher Education Qualifications benchmark for Master's degrees. UK Quality Code as published November 2018 Accreditation requirements of the Broadcast Journalism Training Council (BJTC)	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> Accreditation body: Broadcast Journalism Training Council (BJTC)	
<b>Places of delivery</b> Bournemouth University	
<b>Mode(s) of delivery</b> Full-time	<b>Language of delivery</b> English
<b>Typical duration</b> 12 months for September starters 16 months for January starters	
<b>Date of first intake</b> September 2019	<b>Expected start dates</b> September, January
<b>Maximum student numbers</b> Not applicable	<b>Placements</b> 10 days minimum compulsory. A compulsory 10-day placement, undertaken during non-teaching periods (term breaks). This is not credit-bearing.
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> March 2025	
<b>Version number</b> V5.6-0925	
<b>Approval, review or modification reference numbers</b> E20181920, approved 11/04/2019, FMC 2021 11, approved 20/01/21 EC 2122 60, approved 11/7/22 FMC 2223 01 approved 22/09/22, previous version 5.2-0922 EC 2223 08, approved 25/10/22 FMC 2324 25, approved 09/05/2024, previous version 5.3 -0924 FMC 2425 26, approved 19/03/2025, previous version 5.4 -0925 FMC 2425 28, approved 19/03/2025, previous version 5.5 -0925	
<b>Author</b> Lynda Smith	

## Programme Specification – Section 1

### PROGRAMME STRUCTURE

Programme Award and Title: MA Multimedia Journalism								
Stage 1/Level 7								
Students are required to complete 5 core units and choose 2 optional units								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Digital Journalism	Core	20		35%	65%	58	5.1	100445 100439 100924 (balanced)
Journalism in Global Contexts	Core	20		35%	65%	30	5.1	100445
Legal and Ethical Context	Core	20		50%	50%	40	5.1	100485
Multimedia Reporting Skills	Core	20		100%		58	5.1	100445 100439 (balanced)
Journalism Project	Core	60		80%	20%	12	5.1	100445
Immersive and Interactive Storytelling	Option	20		100%		36	5.0	100445
Documentary Journalism	Option	20		70%	30%	24	5.1	100445 100923 100924 (balanced)
New Media Innovation	Option	20		100%		36	5.1	100445 100440 (balanced)
Investigative Journalism	Option	20		20%	80%	36	5.0	100445
Media and Global Challenges	Option	20		100%		36	5.1	100442
<b>Progression requirements:</b> There are no progression requirements.								
<b>Exit qualification:</b> MA requires 180 credits at Level 7 and successful completion of the placement.								

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

This programme aims to develop critically informed, agile and resourceful graduates, who:

- have the versatility and personal qualities to manage a range of journalism activities in any context ie local, national and/or international;
- are committed to critical and creative independence in individual and group work and production;
- have highly-developed interpersonal skills ;
- are able to manage their own personal development and lifelong learning.

Journalism, is undergoing huge challenges and changes and the degree continues to reflect and lead in terms of educational and employability skills on a yearly basis, often by the use of minor modifications on specific units where necessary. The MA Multimedia Journalism degree has always been responsive to students' needs, feedback from academic external partners, employers and increasingly digitally focused methods of storytelling.

The existing MA Multimedia Journalism framework and programme is accredited and scrutinised by the nationally-recognised Broadcast Journalism Training Council.

The MA Multimedia Journalism makes a unique offering in the UK in its breadth as a conversion degree. Its goal is to address the convergence of print, radio/audio and television/video journalism into a single electronic digital platform and setting this convergence in the context of the globalisation of media organisations and media products. Students are expected to develop a portfolio of work deploying and demonstrating core journalism skills in a variety of media. At the same time, optionality allows students to develop further skills in emerging journalism platforms with immersive journalism, documentary and investigative Journalism.

In addition, the degree has a solid academic underpinning. Journalism in Global Contexts, Legal and Ethical Context, Media and Global Challenges, and the Journalism Project all help to develop reflective and critically aware graduates who can function competitively and flexibly in a variety of journalistic environments.

Multimedia Journalism is offered as a stand-alone framework. To retain MAMMJ's reputation and recruitment, it has continued to innovate, foster industry stakeholders and recruit new members of staff to ensure the programme is pedagogically and technologically sound. Adaptations (minor modifications) have been made to the degree to make it responsive and relevant. The inclusion of Immersive and Interactive Storytelling allows the degree to be at the heart of an ever-changing industry and nurture responsive and adaptable journalists. Specifically, digital journalism and a multiplatform approach have contributed to a degree which embeds convergence skills while other units also stay theoretically and analytically abreast of changing journalism and communication developments: a coherent degree built on quality journalism underpinned by digital skills and intellectual rigour.

MA Multimedia Journalism aims to develop postgraduates who can deploy online and digital technologies for journalism work in a legal, ethical and critically-informed manner. It aims to develop the research capabilities of students in the field of online and digital journalism, and their understanding of key issues in journalism at a time of technological change.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

In addition to FHEQ and Subject Benchmarks, our provision is informed and shaped by a number of **strategic institutional and external resources**, such as:

- QAA – [The Quality Code for Higher Education](#): Part A: *Setting and Maintaining Academic Standards*, particularly *Chapter A1: UK and European reference points for academic standards* (October 2016) – which incorporates the Framework for Higher Education Qualifications, Degree qualification benchmarks and subject benchmark statements; Subject benchmarks for Communication and Media, and English – appendices 45, 46; Where applicable, requirements of Professional, Statutory and Regulatory Bodies (PSRBs) and/or national occupational standards or Sector Skills Councils.

- BU2025 Strategic Plan inspiring learning, advancing knowledge and enriching society is central to curriculum design. Fundamental is the principle of providing our students with an outstanding, impactful and globally engaged pedagogic experience unpinned by BU's values of excellence, inclusivity, creativity and responsibility.
- The Faculty of Media and Communication's and the J&C academic group's mission, identity and delivery planning, which supports research-led teaching, industry-oriented skills, research of international excellence, student-led learning and development.
- Our collaborations and ongoing work with industry stakeholders (e.g. Ofcom, BBC College of Journalism, leading media and news organisations), learned societies (Media, Communication and Cultural Studies Association – MeCCSA, Political Studies Association - PSA), partner universities across the world (Study Abroad partners, Salzburg Academy partners). Our aim is for our curriculum to reflect best pedagogic practice across the board and to become an incubator of innovation that can then be transferred back to and shared with external audiences.

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

### STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

## INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

### PROGRAMME LEVEL 7 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding in order to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p><b>A1</b> engage critically with the academic and professional literature on journalism, including the debates and intellectual themes;</p> <p><b>A2</b> examine the relationship between journalism, technology and society, with some dialectical tension between theory and practice. Students will understand and evaluate rival or complementary theories and contexts and consider how these reflections may affect their own practices;</p> <p><b>A3</b> show an insight into the evaluation of journalism, ethics and contemporary digital technologies with regard to regulation, audiences and professional constraints in different cultures and contexts, and consider how their own practices might be modified or matured in the light of these reflections;</p> <p><b>A4</b> demonstrate professional competence in many areas of journalism to a level where they may be able to shape, change and influence organisations or workplaces;</p> <p><b>A5</b> engage critically with global theoretical perspectives and international professional contexts relating to global journalism and crisis news (forms, practices and audiences).</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1 – A3);</li> <li>• use of the VLE (A3, A5);</li> <li>• independent research (A5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• newsroom practical assessments (A1 – A4);</li> <li>• coursework essays (A2 – A5);</li> <li>• journalism project (A5).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level outcomes:</p>
<p><b>B1</b> understand, evaluate and synthesise materials and evidence from relevant advanced scholarship and journalism sources in a systematic way;</p> <p><b>B2</b> demonstrate balanced and mature judgement in critical evaluation of research and/ or journalism material and of the intellectual and theoretical context surrounding the practice of journalism in different national and commercial environments;</p> <p><b>B3</b> develop a high level of critical awareness of issues surrounding digital convergence at the</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B4);</li> <li>• seminars (B1 – B5);</li> <li>• directed reading (B1 – B5);</li> <li>• use of the VLE (B2 – B5);</li> <li>• independent research (B1 – B6).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>

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<p>forefront of news media development, on existing and new platforms, and in different production contexts;</p> <p><b>B4</b> innovate and show originality within the conventions of journalism, assess emergent conventions, and the discussions surrounding them;</p> <p><b>B5</b> demonstrate a high level of intellectual versatility and flexibility in working simultaneously on different topics and activities, to professional and Masters level academic standard;</p> <p><b>B6</b> display versatility in handling research methods for an extended project.</p>	<ul style="list-style-type: none"> <li>• group presentation (B1 – B4);</li> <li>• newdays practical assessments (B1, B4, B3);</li> <li>• coursework essays (B1 – B5);</li> <li>• journalism project (B1 – B6).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p><b>C1</b> demonstrate ability in research and interviewing techniques and understand the strengths and limitations of such techniques;</p> <p><b>C2</b> work to deadlines with a sense of scepticism and inquiry, accurately, in whatever technology they are using;</p> <p><b>C3</b> present work in the appropriate formats to professional standard, showing self-awareness and sensitivity to context and audience;</p> <p><b>C4</b> demonstrate strong journalism skills in different media;</p> <p><b>C5</b> understand the software deployed in all aspects of relevant forms of journalism and reflect upon the potential for different ways of editing and packaging material;</p> <p><b>C6</b> demonstrate critical awareness of and the professional ability to undertake a sustained journalism enquiry.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C3);</li> <li>• seminars (C1 – C5);</li> <li>• skills workshops (C3, C5);</li> <li>• group exercises (C1 – C5);</li> <li>• Independent research (C6).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• newdays and individual work (C1 – C5);</li> <li>• coursework essays (C1, C2, C3, C5);</li> <li>• journalism project (C1 – C6).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to develop</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p><b>D1</b> qualities of accuracy, impartiality, research and balance employed to sustain credibility whether it be in critiquing people, institutions or processes in any news medium;</p> <p><b>D2</b> the ability to work responsibly and creatively with a peer group, so as to listen, evaluate, discuss, contribute and at times lead effectively;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D4);</li> <li>• seminars (D1 – D4);</li> <li>• skills workshops (D1 – D4);</li> <li>• use of the VLE (D1 – D4);</li> <li>• directed reading (D1 – D4);</li> </ul>

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<p><b>D3</b> the ability to evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;</p>	<ul style="list-style-type: none"> <li>• independent research (D1, D3, D4).</li> </ul>
<p><b>D4</b> the ability to work intensively, showing acute understanding of nuanced differences between media types, and simultaneously study and, where appropriate, combine theory and practice.</p>	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework essays (D1 – D4);</li> <li>• group presentations and projects (D1 – D4);</li> <li>• journalism project (D1 – D4).</li> </ul>

### LEVEL 7/PG Dip INTENDED STAGE OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding in order to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>A1</b> engage critically with the academic and professional literature on journalism, including the debates and intellectual themes;</p> <p><b>A2</b> examine the relationship between journalism, technology and society, with some dialectical tension between theory and practice. Students will understand and evaluate rival or complementary theories and contexts and consider how these reflections may affect their own practices;</p> <p><b>A3</b> show an insight into the evaluation of journalism, ethics and contemporary digital technologies with regard to regulation, audiences and professional constraints in different cultures and contexts, and consider how their own practices might be modified or matured in the light of these reflections;</p> <p><b>A4</b> show professional competence in many areas of journalism to a level where they may be able to shape, change and influence organisations or workplaces;</p> <p><b>A5</b> engage critically with global theoretical perspectives and international professional contexts relating to global journalism and crisis news (forms, practices and audiences).</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1 – A3);</li> <li>• use of the VLE (A3, A5);</li> <li>• independent research (A5).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• newsroom practical assessments (A1 – A4);</li> <li>• coursework essays (A2 – A5);</li> <li>• journalism project (A5).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>B1</b> understand, evaluate and synthesise materials and evidence from relevant advanced scholarship and journalism sources in a systematic way;</p> <p><b>B2</b> demonstrate balanced and mature judgement in critical evaluation of research and/ or journalism material and of the intellectual and theoretical</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B4);</li> <li>• seminars (B1 – B4);</li> <li>• directed reading (B1 – B4);</li> <li>• use of the VLE (B2 – B4);</li> <li>• independent research (B1 – B4).</li> </ul>

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<p>context surrounding the practice of journalism in different national and commercial environments;</p> <p><b>B3</b> develop a high level of critical awareness of issues surrounding digital convergence at the forefront of news media development, on existing and new platforms, and in different production contexts;</p> <p><b>B4</b> innovate and show originality within the conventions of journalism, assess emergent conventions, and the discussions surrounding them.</p>	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• group presentation (B1 – B4);</li> <li>• newsdays practical assessments (B1, B3, B4);</li> <li>• coursework essays (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>C1</b> demonstrate ability in research and interviewing techniques and understand the strengths and limitations of such techniques;</p> <p><b>C2</b> work to deadlines with a sense of scepticism and inquiry, accurately, in whatever technology they are using;</p> <p><b>C3</b> present work in the appropriate formats to professional standard, showing self-awareness and sensitivity to context and audience;</p> <p><b>C4</b> demonstrate strong journalism skills, in single media.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C3);</li> <li>• seminars (C1 – C4);</li> <li>• skills workshops (C3, C4);</li> <li>• group exercises (C1 – C4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• newsdays and individual work (C1 – C4);</li> <li>• coursework essays (C1 – C3).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>D1</b> demonstrate qualities of accuracy, impartiality, research and balance employed to sustain credibility whether it be in critiquing people, institutions or processes in any news medium;</p> <p><b>D2</b> work responsibly and creatively with a peer group, so as to listen, evaluate, discuss, contribute and at times lead effectively;</p> <p><b>D3</b> evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;</p> <p><b>D4</b> work intensively, showing acute understanding of nuanced differences between media types, and simultaneously study and, where appropriate, combine theory and practice.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D4);</li> <li>• seminars (D1 – D4);</li> <li>• skills workshops (D1 – D4);</li> <li>• use of the VLE (D1 – D4);</li> <li>• directed reading (D1 – D4);</li> <li>• independent research (D1, D3, D4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework essays (D1 – D4);</li> <li>• group presentations and projects (D1 – D4);</li> <li>• journalism project (D1 – D4).</li> </ul>



**LEVEL 7/PG Cert INTENDED STAGE OUTCOMES**

<p><b>A: Knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>A1</b> how to engage critically with the academic and professional literature on journalism, including the debates and intellectual themes;</p> <p><b>A2</b> how to examine the relationship between journalism, technology and society, with some dialectical tension between theory and practice. Students will understand and evaluate rival or complementary theories and contexts and consider how these reflections may affect their own practices;</p> <p><b>A3</b> an insight into the evaluation of journalism, ethics and contemporary digital technologies with regard to regulation, audiences and professional constraints in different cultures and contexts, and consider how their own practices might be modified or matured in the light of these reflections;</p> <p><b>A4</b> professional competence in many areas of journalism to a level where they may be able to shape, change and influence organisations or workplaces;</p> <p><b>A5</b> how to engage critically with global theoretical perspectives and international professional contexts relating to global journalism and crisis news (forms, practices and audiences).</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1 – A3);</li> <li>• use of the VLE (A3, A5);</li> <li>• independent research (A5).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• newsroom practical assessments (A1 – A4);</li> <li>• coursework essays (A2 – A5).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>B1</b> understand, evaluate and synthesise materials and evidence from relevant advanced scholarship and journalism sources in a systematic way;</p> <p><b>B2</b> demonstrate balanced and mature judgement in critical evaluation of research and/ or journalism material and of the intellectual and theoretical context surrounding the practice of journalism in different national and commercial environments;</p> <p><b>B3</b> develop a high level of critical awareness of issues surrounding digital convergence at the forefront of news media development, on existing and new platforms, and in different production contexts;</p> <p><b>B4</b> innovate and show originality within the conventions of journalism, assess emergent conventions, and the discussions surrounding them.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B4);</li> <li>• seminars (B1 – B4);</li> <li>• directed reading (B1 – B4);</li> <li>• use of the VLE (B2 – B4);</li> <li>• independent research (B1 – B4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• group presentation (B1 – B4);</li> <li>• newsdays practical assessments (B1, B3, B4);</li> <li>• coursework essays (B1 – B4).</li> </ul>

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<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>C1</b> demonstrate ability in research and interviewing techniques and understand the strengths and limitations of such techniques;</p> <p><b>C2</b> work to deadlines with a sense of scepticism and inquiry, accurately, in whatever technology they are using;</p> <p><b>C3</b> present work in the appropriate formats to professional standard, showing self-awareness and sensitivity to context and audience;</p> <p><b>C4</b> demonstrate strong journalism skills, in single media.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C3);</li> <li>• seminars (C1 – C4);</li> <li>• skills workshops (C3);</li> <li>• group exercises (C1 – C4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• newsdays and individual work (C1 – C4);</li> <li>• coursework essays (C1, C2, C3).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/stage learning outcomes:</p>
<p><b>D1</b> develop qualities of accuracy, impartiality, research and balance employed to sustain credibility whether it be in critiquing people, institutions or processes in any news medium;</p> <p><b>D2</b> work responsibly and creatively with a peer group, so as to listen, evaluate, discuss, contribute and at times lead effectively;</p> <p><b>D3</b> evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;</p> <p><b>D4</b> work intensively, showing acute understanding of nuanced differences between media types, and simultaneously study and, where appropriate, combine theory and practice.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D4);</li> <li>• seminars (D1 – D4);</li> <li>• skills workshops (D1 – D4);</li> <li>• use of the VLE (D1 – D4);</li> <li>• directed reading (D1 – D4);</li> <li>• independent research (D1, D3, D4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework essays (D1 – D4);</li> <li>• group presentations and projects (D1 – D4).</li> </ul>

## ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: [MA Multimedia Journalism | Bournemouth University](#)

## PROGRESSION ROUTES

### **Bournemouth University International College Articulation:**

Applicants from the Bournemouth University International College Pre-Masters in Media and Communication programme which has an approved articulation route must meet the following minimum entry requirements:

Successful completion of the Pre-Masters in Media and Communication programme achieving a minimum course average of 50% and an English exit of 70% with 65% in the Written component and 60% in all other English components.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation route for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

## ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Standard Assessment Regulations: Postgraduate Taught Programmes available on the BU website at:

<https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.pdf>

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

The Professional Placement, lasting a minimum of 10 days, is a compulsory and integral part of this course. Successful completion is required for the awards of the Postgraduate Diploma and MA. The placement enables students to consolidate their academic understanding and practical journalism skills within a journalism workplace, incorporating an appreciation of the role of theory in practice. It should be undertaken during non-teaching periods and term breaks. There is a deadline for submission of placement reports.

Programme Intended Learning Outcomes Units		A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	B 5	B 6	C 1	C 2	C 3	C 4	C 5	C 6	D 1	D 2	D 3	D 4
L7	Immersive and Interactive Storytelling	X	X	X	X		X	X	X	X	X		X	X	X	X	X		X	X	X	X
L7	Digital Journalism	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
L7	Documentary Journalism	X	X	X	X		X	X		X	X		X	X	X	X	X	X	X	X	X	X
L7	Media and Global Challenges	X	X	X	X	X	X	X		X			X	X	X		X		X	X	X	X
L7	Investigative Journalism	X	X	X	X		X	X			X		X	X	X	X	X	X	X	X	X	X
L7	Journalism in Global Contexts	X	X	X		X	X	X			X		X	X	X				X	X	X	
L7	Journalism Project	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
L7	Legal and Ethical Context	X		X			X													X	X	
L7	Multimedia Reporting Skills	X	X					X					X	X	X	X	X		X	X	X	
L7	New Media Innovation	X	X	X	X		X	X	X	X				X	X		X		X	X	X	X
L7	Professional Placement				X			X						X	X					X	X	X

#### A – Subject Knowledge and Understanding

This programme provides opportunities for students to:

- engage critically with the academic and professional literature on journalism, including the debates and intellectual themes;
- examine the relationship between journalism, technology and society, with some dialectical tension between theory and practice. Students will understand and evaluate rival or complementary theories and contexts and consider how these reflections may affect their own practices;
- show an insight into the evaluation of journalism, ethics and contemporary digital technologies with regard to regulation, audiences and professional constraints in different cultures and contexts, and consider how their own practices might be modified or matured in the light of these reflections.
- show professional competence in many areas of journalism to a level where they may be able to shape, change and influence organisations or workplaces;
- engage critically with global theoretical perspectives and international professional contexts relating to global journalism and crisis news (forms, practices and audiences).

#### C – Subject-specific/Practical Skills

This programme provides opportunities for students to:

- demonstrate ability in research and interviewing techniques and understand the strengths and limitations of such techniques;
- work to deadlines with a sense of scepticism and inquiry, accurately, in whatever technology they are using;
- present work in the appropriate formats to professional standard, showing self-awareness and sensitivity to context and audience;
- demonstrate strong journalism skills, in single media;
- understand the software deployed in all aspects of relevant forms of journalism and reflect upon the potential for different ways of editing and packaging material;
- demonstrate critical awareness of and the professional ability to undertake a sustained journalism enquiry.

**B – Intellectual Skills**

This programme provides opportunities for students to:

1. understand, evaluate and synthesise materials and evidence from relevant advanced scholarship and journalism sources in a systematic way;
2. demonstrate balanced and mature judgement in critical evaluation of research and/ or journalism material and of the intellectual and theoretical context surrounding the practice of journalism in different national and commercial environments;
3. develop a high level of critical awareness of issues surrounding digital convergence at the forefront of news media development, on existing and new platforms, and in different production contexts;
4. innovate and show originality within the conventions of journalism, assess emergent conventions, and the discussions surrounding them;
5. demonstrate a high level of intellectual versatility and flexibility in working simultaneously on different topics and activities, to professional and Masters level academic standard;
6. display versatility in handling research methods for an extended project.

**D – Transferable Skills**

This programme provides opportunities for students to demonstrate:

1. qualities of accuracy, impartiality, research and balance employed to sustain credibility whether it be in critiquing people, institutions or processes in any news medium;
2. ability to work responsibly and creatively with a peer group, so as to listen, evaluate, discuss, contribute and at times lead effectively;
3. ability to evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;
4. ability to work intensively, showing acute understanding of nuanced differences between media types, and simultaneously study and, where appropriate, combine theory and practice.