

**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>HESA JACS (Joint Academic Coding System) Code(s) and percentage split per programme/pathway</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. The UK Quality Code for Higher Education Part A: Setting and maintaining academic standards Chapter A1: UK and European reference points for academic standards (October 2013) – incorporates Framework for Higher Education Qualifications and subject benchmark statements. Chapter A2: Degree-awarding bodies reference points for academic standards Chapter A3: Securing academic standards and an outcomes-based approach to academic standards Accreditation requirements of the Broadcast Journalists Training Council (BJTC)	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> Accreditation body: Broadcast Journalists 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> 1 year (12 months)	
<b>Date of first intake</b> September 2016	<b>Expected start dates</b> September
<b>Maximum student numbers</b> Not applicable	<b>Placements</b> Three weeks minimum compulsory in a journalism/news media organisation.
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> January 2017. Applies to intake September 2017.	

## Programme Specification – Section 1

<b>Version number</b> v4.0-0917
<b>Evaluation and modification reference numbers</b> E1516053, P1516 05
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Programme Award and Title: MA Multimedia Journalism									
Stage 1/Level 7									
Students are required to complete 4 core units and choose 2 optional units Each optional unit will only run if a minimum number of students take it because of group work as part of teaching or assessment methods									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HESA JACS code(s )	
			Exam 1	Cwk 1	Cwk 2			HESA JACS Subject Code	HESA JACS Subject Code
Multimedia Reporting Skills	Core	20		100%		80	3	P311 P312 P500	
Legal and Ethical Context	Core	20	50%	50%		40	3	M290	
Journalism in Global Contexts	Core	20		100%		20	4	P500	
Digital Journalism	Core	20		100%		80	2	P311 P420 P500	
Digital Magazines	Option	20		100%		30	2	P420 P500	
Documentary Journalism	Option	20		100%		20	2	P311 P312 P500	
Investigative Journalism	Option	20		100%		20	3	P500 P510	
Environment, Crisis and Conflict News	Option	20		100%		20	4	P500 P510	
New Media Innovation	Option	20		100%		20	4	P420 P304	
<b>Progression requirements: There are no progression requirements.</b> Exit qualification: PG Dip requires 120 credits at Level 7 and successful completion of the placement. Exit qualification: PG Cert requires 60 credits at Level 7									
<b>Placement:</b> A compulsory 3-weeks placement; non-credit bearing; usually in the Easter break (but with flexibility to be carried out in the 3rd semester summer period if necessary)									

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<b>Stage 2/Level 7</b> Students are required to complete either the Dissertation or the Journalism Project									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	Cost Centre(s)	
			Exam 1	Cwk 1	Cwk 2			HESA JACS Subject Code	HESA JACS Subject Code
Journalism Project	Option	60		100%		20	3	P500	
Dissertation	Option	60		100%		20	4	P500	
<b>Progression requirements: There are no progression requirements.</b> <b>Exit qualification: MA</b> requires 180 credits at Level 7 and successful completion of the placement. <b>Exit qualification: PG Dip</b> requires 120 credits at Level 7 and successful completion of the placement. <b>Exit qualification: PG Cert</b> requires 60 credits at Level 7									
<b>Placement:</b> A compulsory 3-weeks placement; non-credit bearing; usually in the Easter break (but with flexibility to be carried out in the 3rd semester summer period if necessary)									

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme(s);
- 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(S)

The communications industry, in this case 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 core journalism skills in a variety of media. At the same time, optionality allows students to develop further skills in digital magazine, documentary and investigative Journalism. In addition, the degree has a solid academic underpinning. Journalism in Global Contexts, Legal and Ethical Context, Environment, Conflict and Crisis News, and the Journalism Project or Dissertation, 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. Recruitment is robust, has improved in the last 18 months, with the current cohort numbers above target, and student numbers are likely to continue to grow, especially with the Government's decision to offer UK student loans for postgraduates studies from 2016. 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. 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 UK Quality Code for Higher Education: Part A: Setting and maintaining academic standards](#): particularly *Chapter A1: UK and European reference points for academic standards* (October 2013) – which incorporates the Framework for Higher Education Qualifications, Degree

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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.

- Bournemouth University's Vision & Values Strategic Plan (2012-2018) on Creating, Sharing and Inspiring. Central to our curriculum design are the principles of providing our students with an outstanding, impactful and globally engaged pedagogic experience.
- 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 and research of international excellence.
- 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 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.

As a general rule, time devoted to assessment should normally represent approximately 25% of the student learning time for a unit (i.e. 50 hours for a 20-credit unit), leaving the rest for specific programme-related activities, including lectures, seminars, preparatory work, practical activities, reading, critical reflection and independent learning.

Of the time devoted to assessment, every 10 hours of student effort is equivalent to approximately 1,000 words of coursework or 1 hour of examination. Therefore, as a guideline, a 20-credit unit would normally require the equivalent of approximately 5,000 words in total (e.g. a 2,000-word written coursework and a 3-hour unseen examination).

### 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

#### Framework Learning Outcomes

MA Multimedia Journalism provides opportunities for students to develop and demonstrate knowledge so they will be able to work in commercial journalism, online or offline, in any of the media offered, or altogether.

**Subject Knowledge and Understanding.** Students will be expected to:

A1 Engage critically with the academic and professional literature on journalism, including the debates and intellectual themes;

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A2 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;

A3 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 their own practices and how they might be modified or matured in the light of these reflections;

A4 Show professional competence in analysing or practising many areas of journalism to a level where they may be able to shape, change and influence organisations or workplaces;

A5 Engage critically with global theoretical perspectives and international professional contexts relating to global journalism and crisis news (forms, practices and audiences);

**Intellectual skills.** Students will be expected to:

B1 Understand, evaluate and synthesise materials and evidence from relevant advanced scholarship and journalism sources in a systematic way;

B2 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;

B3 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;

B4 Innovate and show originality within the conventions of journalism, assess emergent conventions, and the discussions surrounding them;

B5 Demonstrate a high level of intellectual versatility and flexibility in working simultaneously on different topics and activities, to professional and Masters level academic standard;

B6 Display versatility in handling research methods for an extended project.

**Subject specific skills.** By the end of the programme students are expected to be able to:

C1 Demonstrate ability in research and interviewing techniques and understand the strengths and limitations of such techniques;

C2 Work to deadlines with a sense of scepticism and inquiry, accurately, in whatever technology they are using;

C3 Present work in the appropriate formats to professional standard, showing self-awareness and sensitivity to context and audience;

C4 Demonstrate strong journalism skills, in single media

C5 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;

C6 Demonstrate critical awareness of, and the professional ability to undertake a sustained journalism enquiry

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**Transferable Skills.** Students will be expected to demonstrate:

D1 Qualities of accuracy, impartiality, research and balance employed to sustain credibility whether it be in critiquing people, institutions or processes in journalism production;

D2 Ability to work responsibly and creatively with a peer group, so as to listen, evaluate, discuss, contribute and at times lead effectively;

D3 Ability to evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;

D4 Ability to work intensively, showing acute understanding of nuanced differences between media types, and simultaneously study and, where appropriate, combine theory and practice.

### Outcomes

Masters students will achieve all outcomes; Postgraduate Diploma students achieve the following:

Subject knowledge and understanding: All learning outcomes

Intellectual skills: Outcomes 1-5

Subject specific skills: Outcomes 1-4

Transferable skills: All learning outcomes

(see Skills Matrix)

### PROGRAMME AND LEVEL 7 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</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>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</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>• dissertation/journalism project (A5).</li> </ul>



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<p>and international professional contexts relating to global journalism and crisis news (forms, practices and audiences).</p>	
<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 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>	<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> <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>• dissertation / 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 single media;</p> <p><b>C5</b> understand the software deployed in all aspects of relevant forms of journalism and reflect upon the</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> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>

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<p>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>	<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 – 6).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to demonstrate:</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> ability to 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> ability to evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;</p> <p><b>D4</b> 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>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> <li>• Independent research (D1, D3, D4)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (D1 – D4);</li> <li>• group presentations and projects (D1 – D4);</li> <li>• dissertation / 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:</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</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> </ul>

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<p>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>	<ul style="list-style-type: none"> <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>• dissertation/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 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 (referring to numbered Intended Learning Outcomes):</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 (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• group presentation (B1- B4);</li> <li>• newsdays practical assessments (B1, B4, B3)</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</p>	<p>Learning and teaching strategies and methods (referring to numbered</p>

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<p>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>Intended Learning Outcomes):</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 (referring to numbered Intended Learning Outcomes):</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> 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> ability to 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> ability to evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;</p> <p><b>D4</b> 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>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> <li>• Independent research (D1, D3, D4)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework essays (D1 – D4);</li> <li>• group presentations and projects (D1 – D4);</li> <li>• dissertation / 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> 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 (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> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme/level/stage 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 (referring to numbered Intended Learning Outcomes):</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 (referring to numbered Intended Learning Outcomes):</p>

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	<ul style="list-style-type: none"> <li>• group presentation (B1- B4);</li> <li>• newdays practical assessments (B1, B4, B3)</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 (referring to numbered Intended Learning Outcomes):</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 (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• newdays 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> 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> ability to 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> ability to evaluate and enhance their own work and knowledge in a reflexive manner appropriate to context;</p> <p><b>D4</b> 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>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> <li>• Independent research (D1, D3, D4)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>

## Programme Specification - Section 2

	<ul style="list-style-type: none"><li>• coursework essays (D1 – D4);</li><li>• group presentations and projects (D1 – D4);</li></ul>
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### ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations with the following amendments:

For applicants for whom English is not their first language, there is a requirement of IELTS (Academic) 7.0 with at least 6.5 for Writing and 6.0 in the other three components, or direct equivalents. The requirement for TOEFL is an Internet-based score of 105 with 22 in each element, a Computer-based score of 250 with 23 in each element and an essay rating of 4 or a Paper-based total of 600

Applicants should confirm their ability to study at this level by presenting evidence of a UK bachelor's degree, normally with a classification of at least an upper second (2.i), or overseas equivalent in a relevant subject.

Alternatively applicants may demonstrate learning through experience, via portfolios or records of achievement, and/or by tasks set at interview, and confirmed by employer reference/s. A combination of academic and experiential qualifications, to be considered on its individual merits, may also be acceptable.

The University's standard Admission Regulations for PG and Grad Cert/Diploma programmes available on the BU website at:

<https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.doc>.

### 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.

### ASSESSMENT REGULATIONS

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

[https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate-\(2015-16\).docx](https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate-(2015-16).docx)

### WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

The Professional Placement (of 3 weeks duration) is a compulsory and integral part of this course, and its successful completion is a requirement for the awards of Postgraduate Diploma and MA. It aims to enable students to consolidate in a journalism workplace the academic understandings and practical journalism skills acquired in all units of the Postgraduate Diploma phase of the programme including an appreciation of the place of theory in the context of practice. It is usually conducted in the Easter break but may be carried out in the 3<sup>rd</sup> semester summer period to increase flexibility for students in obtaining places and carrying it out, especially overseas. There is a deadline for submission of placement reports.



## Programme Specification - Section 2

### Programme Skills Matrix

Units		Programme Intended Learning Outcomes																					
		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	
<b>L E V E L  7</b>	Digital Magazines	X	X	X	X		X	X	X	X	X		X	X	X	X	X		X	X	X	X	
	Digital Journalism	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X		X	X	X	X
	Dissertation	X	X	X	X		X	X	X	X	X	X		X	X					X	X	X	X
	Documentary Journalism	X	X	X	X		X	X		X	X		X	X	X	X	X	X		X	X	X	X
	Environment, Conflict and Crisis News	X	X	X	X	X	X	X		X			X	X	X	X	X	X		X	X	X	X
	Investigative Journalism	X	X	X	X		X	X			X		X	X	X	X	X	X		X	X	X	X
	Journalism in Global Contexts	X	X	X		X	X	X			X		X	X	X					X	X	X	
	Journalism Project	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
	Legal and Ethical Context	X		X			X														X	X	
	Multi-Media Reporting Skills	X	X					X					X	X	X	X	X			X	X	X	
	New Media Innovation	X	X	X	X		X	X	X	X				X	X		X			X	X	X	X
	Professional Placement				X			X						X	X						X	X	X
<p><b>A – Subject Knowledge and Understanding</b> This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> <li>engage critically with the academic and professional literature on journalism, including the debates and intellectual themes;</li> <li>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;</li> <li>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.</li> <li>show professional competence in many areas of journalism to a level where they may be able to shape, change and influence organisations or workplaces;</li> <li>engage critically with global theoretical perspectives and international professional contexts relating to global journalism and crisis news (forms, practices and audiences).</li> </ol>		<p><b>C – Subject-specific/Practical Skills</b> This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> <li>demonstrate ability in research and interviewing techniques and understand the strengths and limitations of such techniques;</li> <li>work to deadlines with a sense of scepticism and inquiry, accurately, in whatever technology they are using;</li> <li>present work in the appropriate formats to professional standard, showing self-awareness and sensitivity to context and audience;</li> <li>demonstrate strong journalism skills, in single media;</li> <li>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;</li> <li>demonstrate critical awareness of and the professional ability to undertake a sustained journalism enquiry.</li> </ol>																					

## Programme Specification - Section 2

### **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.