

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Master of Arts - Journalism (Lifestyle, Arts and Culture) • Postgraduate Diploma - Journalism (Lifestyle, Arts and Culture) <p>The award is Bologna FQ-EHEA second cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Postgraduate Diploma (Pg Dip) - Journalism (Lifestyle, Arts and Culture) • Postgraduate Certificate (Pg Cert) - Journalism (Lifestyle, Arts and Culture)
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	N/A
Professional statutory or regulatory body	
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • Journalism (Lifestyle, Arts and Culture), Full-time, September start - 1 year standard length • Journalism (Lifestyle, Arts and Culture), Part-time day/evening, September start - 2 years standard length • Journalism (Lifestyle, Arts and Culture), Full-time, September start - 1 year standard length • Journalism (Lifestyle, Arts and Culture), Part-time day/evening, September start - 2 years standard length
Valid for cohorts	From 2026/7

Additional Course Information

Please note the full-time Postgraduate Diploma runs from September to May. The length of the part-time Postgraduate Diploma is normally two years.

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here:

<https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

Aims of the programme

MA Journalism (Lifestyle, Arts and Culture) has been designed to develop the practical, technical and intellectual skills needed for modern lifestyle, arts and culture journalism across print, digital, social and broadcast platforms. Reflecting the creative industries' growth and the transformation of media consumption, the course prepares you to produce engaging, credible and influential stories about topics such as fashion, travel, food, music, design, entertainment and the arts.

You will learn the craft of feature writing, interviewing, and multimedia storytelling, producing content that connects with audiences across web, mobile, video and social platforms. The course emphasises creativity and critical insight — teaching you how to research trends, build narratives, and understand the cultural forces shaping contemporary life.

A core feature of the course is a series of live newsways where students create and publish lifestyle, arts and cultural content for an online magazine and associated social media channels. You will gain hands-on experience of working to deadlines, developing ideas collaboratively, and producing stories in text, audio, video and visual formats suited to multiple platforms.

Alongside the practical work, you will explore the social, ethical and economic dimensions of lifestyle journalism. You will examine questions of representation, diversity and sustainability in cultural coverage, and consider how journalists can engage audiences while maintaining authenticity and integrity in a competitive digital environment. You will also study the legal, ethical and regulatory frameworks that govern journalism.

The course attracts students from a wide range of cultural backgrounds and perspectives, creating a vibrant and international learning environment. Inclusive reporting is central to our ethos — you will learn to represent the experiences and voices of all sections of society, recognising ethnicity, gender, gender identity, sexual orientation, age, religion, disability and socioeconomic background.

Graduates of this MA will be prepared to work in lifestyle media across magazines, online platforms, and creative agencies, as writers, editors, content creators and social media producers. The skills developed are highly transferable, supporting careers in PR, brand storytelling, digital marketing and communications. This is a practice-based course with a focus on modern lifestyle, arts and culture journalism and employability, underpinned by the highest standards of professional practice and the potential to progress to PhD level study.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. career/employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

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Students who complete the MA Journalism programme will be prepared to work in journalism and content production as editors, reporters, producers, and successful freelancers. Though this course is designed to prepare you for a career in journalism, it can also lead to a career in public relations, communications, or any other professional pathway which requires effective communication skills and the use of multimedia software. Some students go on to further study at PhD level in media or journalism.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements of what successful students have achieved as a result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Cognitive Skills, are learning outcomes that help build conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- 001 Critically understand and apply the techniques and processes of either multiplatform news journalism (Multiplatform News pathway) or lifestyle, arts and culture journalism (Lifestyle, Arts and Culture pathway) across a variety of media in order to communicate effectively with defined audiences. (KU)
- 002 Demonstrate an advanced understanding of journalism's role in society, including its ethical, political and cultural impact, and the ways technological change is transforming news production and distribution. (KU)
- 003 Communicate effectively and confidently across oral, written and visual forms, adapting style and tone to suit

audience, platform and context. (KTS)

- 004 Research, verify and produce accurate, evidence-based journalism using appropriate storytelling methods to reveal and/or explain and/or entertain, to suit audience, platform and context. (PPP)
- 005 Work independently and collaboratively within diverse teams, exercising leadership, editorial judgment and creative problem-solving in professional or simulated newsroom environments. (KTS)
- 006 Demonstrate self-reflective and ethically informed professional practice, showing awareness of diversity, inclusion, sustainability, and the social responsibilities of journalism. (GA)
- 007 Critically analyse current and emerging debates in journalism, interpreting audience and market trends, and applying relevant theoretical and professional perspectives. (GA)
- 008 Apply transferable skills in analysis, communication, planning and digital literacy relevant to employment across journalism, media and related industries. (KTS)
- 009 Use a range of digital tools and production techniques to plan, edit and publish original journalistic content that meets professional standards. (PPP)
- 010 Design and deliver a substantial independent research or practical journalism project that demonstrates critical insight, originality and advanced professional competence. (KTS)

How will you learn?

Learning methods

Learning takes place through a combination of face-to-face teaching and independent study. Learning is often directed and enhanced by lecturers and other teaching staff members, who support, guide, and supervise our activities.

Out of class learning takes place when you are working independently. This might be on group projects, individual assessments, research tasks and preparation for in-class sessions. Managing self-directed learning is a chance to develop strategies for time management, for idea generation and research and creative expression in general. Often learning on the course will also take place in a group context – both in class and outside. Team and project-based productions provide opportunities to learn how to collaborate and work together professionally.

You will draft editorial work and then obtain feedback. Feedback will be offered from tutors (summative and formative) and your peers. You will also be invited to critique a range of work from respected journalists. This encourages a critical understanding of journalism production methods and wider contexts.

Teaching methods

Teaching is delivered via lectures and seminars, practical workshops and software demonstrations, small group sessions, workplace simulations and hands-on exercises. This is supported by one-to-one tutorials and supervision. We aim to teach professional practice and focus on developing core journalistic skills (research and interviewing, writing and production and publishing) across a range of media platforms as well as on developing stories and on teaching specific production tools – cameras, recorders, software programs. Different modules engage students in different ways to support a variety of teaching and learning styles.

The programme has a focus on employability skills and students will be supported in finding a work placement lasting no less than 10 working days. We also have guest lecturers from industry coming in to speak to students and visits. This allows students to build contacts in the media industry which are essential for finding professional work.

Equality, Diversity and Inclusivity are at the heart of the course design. The course takes a global perspective, and looks at the practice of journalism in different cultures and contexts. Students will learn how to write and to produce content for global audiences, and will explore representation, identity and impact. Students will develop open and inclusive ways of working in the media, both on their own and in teams, that recognise the need to represent the different interests and communities that come together in modern diverse societies. They will pay particular attention during assessments and in their reflective analysis to considerations of gaps related to ethnicity, gender, disability, and class in the context of media ownership, content production and reporting. Option modules give students the chance to investigate and discuss current debates at a micro level – self-representation, diverse selves, and the politics of identity – and at a macro one, including the balance of power between the Global North and the Global South and the wider intersections of journalism with coloniality and geopolitics. Students can also develop skills in active inclusiveness and engagement with diverse audiences and communities.

Assessment methods

Assessment is done through coursework – including ‘real’ journalistic practical assignments and a series of ‘live’ newsday exercises, either carried out individually, or as part of a group project. Besides this journalistic production, essays are set to allow students to demonstrate their knowledge and understanding of concepts, and reflective reports on practical projects are also assessed as course-work. There is an ‘open book’ in-class test to assess the understanding of the legal and ethical considerations facing journalists; this test must be passed in order to graduate.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 004, 007, 010
Literate and effective communicator	001, 003, 008, 009
Entrepreneurial	005, 008, 009, 010
Global in outlook and engaged in communities	002, 005, 006, 007
Socially, ethically and environmentally aware	002, 004, 006

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

Students complete five core modules and can choose one option from within the course or chosen from another course (with approval). To complete their MA studies, students will then have to take two further modules - the practical final project (40 credits) and the work placement (20 credits).

Award of Postgraduate Certificate

- 7JRNL012W Multiplatform Reporting
- 7JRNL009W Media, Law, Ethics and Regulation
- 7JRNL025W Content Creation and Production

Award of Postgraduate Diploma available

- 7JRNL012W Multiplatform Reporting
- 7JRNL009W Media, Law, Ethics and Regulation
- 7JRNL025W Content Creation and Production
- 7JRNL028W Lifestyle Journalism
- 7JRNL018W Live News

Option modules

- 7JRNL029W Digital Audiences and Influencer strategy
- 7JRNL003W Documentary Journalism
- 7PURL004W Fashion and Luxury Communications
- 7INME008W Podcast Production

Award of MA Journalism (Lifestyle, Arts and Culture)

Refer to modules listed under Postgraduate Diploma above, and to complete their MA studies, students will then have to take two further modules - the practical final project (40 credits) and the work placement (20 credits).

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
7JRNL018W	Live News	Core	1	20	10
7JRNL009W	Media Law, Ethics and Regulation	Core	1	20	10
7JRNL012W	Multiplatform Reporting	Core	1	20	10
7JRNL025W	Content Creation and Production	Core	2	20	10
7JRNL026W	Final Journalism Project	Core	2	40	20
7JRNL027W	Journalism Work Placement	Core	2	20	10
7JRNL028W	Lifestyle Journalism	Core	2	20	10
7JRNL029W	Digital Audiences and Influencer Strategy	Option	1	20	10
7JRNL003W	Documentary Journalism	Option	1	20	10
7PURL004W	Fashion and Luxury Communications	Option	1	20	10
7INME008W	Podcast Production	Option	1	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

None

Course management

The Masters (MA), Postgraduate Diploma (PG Dip) and Postgraduate Certificate (PG Cert) Journalism (Lifestyle, Arts and Culture) is hosted by the Design, Creative and Digital Industries College. The management structure supporting the course is as follows:

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The Course Leader is responsible for the day-to-day running and overall management of the course and development of the curriculum. The Course Leader holds regular meetings with student representatives to hear and act on feedback.

The Head of School/Assistant Head of School hold academic responsibility for the course and for the other undergraduate courses run within the Westminster School of Media and Communication.

The professional and research practice of the course team ensure that we reflect current and emerging real-world concerns and demands, through regular staff meetings as well as formal and informal interaction between the staff and outside industry professionals. All course staff participate in annual appraisal and observation of their teaching by their colleagues. This can inform staff development through course or conference attendance and research / professional activity.

Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](https://www.westminster.ac.uk/academic-regulations).

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might

affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©