

## PROGRAMME SPECIFICATION

### Course record information

Name and level of final award:	<b>MA in Multimedia Journalism – Print and Online</b>
	The MA Multimedia Journalism is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma in Multimedia Journalism Postgraduate Certificate in Multimedia Journalism
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Harrow
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	One year full time, two years part time day. September start.
<a href="#">QAA subject benchmarking group(s)</a> :	
Professional statutory or regulatory body:	
Date of course validation/review:	November 2016
Date of programme specification approval:	November 2016
Valid for cohorts:	From 2017/18
Course Leader:	Mercedes Bunz and Steve Hill
Course URL:	<a href="http://westminster.ac.uk/courses/postgraduate">westminster.ac.uk/courses/postgraduate</a>
Westminster Course Code:	W50
JACS code:	P500
UKPASS code:	046575 (MA)

## **Admissions requirements**

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

[westminster.ac.uk/courses/postgraduate/how-to-apply](http://westminster.ac.uk/courses/postgraduate/how-to-apply)

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: [westminster.ac.uk/courses/postgraduate/how-to-apply](http://westminster.ac.uk/courses/postgraduate/how-to-apply)

## **Aims of the course**

The MA in Multimedia Journalism offers students to develop the practical, technical and intellectual skills required in contemporary journalism. It aims to equip students to pursue a professional career in print and digital journalism. The course is constantly updated to reflect the changes in the media industry. You will gain an insight into the importance of news values and techniques, learn how to target your work to a particular audience and develop an understanding of the commercial challenges journalism faces.

Alongside the practical side of the course, you will also study in depth and reflect on some of the issues facing professional journalists around the world, and gain an understanding of the legal and ethical considerations which face journalists in Britain and elsewhere.

While educating you in the highest standards of British journalism practice, the course also takes a global perspective, which is reflected in the richness and diversity of the student intake; this enables us all to learn from each other about journalism in other parts of the world. You can discover how news stories are reported differently in different countries, or what makes a story international.

## **Employment and further study opportunities**

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. 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.

## **Learning outcomes**

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

## Knowledge and understanding

By the end of the course students should have a thorough knowledge of journalism and the key practices underpinning the practice of written and digital journalism. The course learning outcomes are linked to specific modules.

Acquired knowledge	Module
In-depth knowledge and skills for critically understanding and applying the techniques and processes of written journalism in a variety of media (print/online) to communicate effectively with a particular audience.	News and Feature Writing 7JRN013W
A systematic, critical and deep understanding of the significance of journalism and the way it influences and is influenced by the society in which it works.	Issues in Journalism: Freedom, Ethics and the Law 7JRN009W
A systematic, advanced, critical and deep understanding of industry practices and the technological changes that affect journalism.	Multimedia Journalism Skills 7JRN012W Digital Journalism Production 7JRN018W
Independent research in the form of a final project or dissertation that critically, systematically and theoretically develops an understanding and analysis of societal dimensions, factors, implications and impacts of written and digital journalism.	Final Journalism Project 7JRN005W Final Project in Emerging Journalism 7JRN014W Dissertation 7JRN002W

## Specific skills

The course is designed to ensure that students develop to the maximum possible extent the skills which they take with them into professional life. MA Multimedia Journalism are taught the ability to use, in a professional manner, the production software and technical equipment used by print and digital journalists; to effectively research and gather the source material necessary for their journalistic assignments, using the internet and social media, telephone, digital archives and other resources.

Specific skill	Module
A systematic understanding of the production of written and digital journalism and a familiarity with its techniques and practices.	News and Feature Writing 7JRN013W
An ability to gather, critically analyse, and present information, effectively reaching out to an audience; and to explore ideas, concepts and quantitative and qualitative data relevant for a topic.	Multimedia Journalism Skills 7JRN012W Digital Journalism Production 7JRN018W
An ability to systematically and critically analyse key current journalistic issues and	Issues in Journalism: Freedom, Ethics and the Law 7JRN009W

to apply theories, methods, approaches and models to those issues.	
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### Key transferable skills

Upon completion of the course successful students will have developed a number of general as well as discipline-specific skills which any journalist must have if s/he is to be successful. These Key Transferable Skills developed and assessed at postgraduate level are:

**Communication:** Students will engage confidently in professional and academic communication both orally and through a range of media, reporting clearly, autonomously and competently. KTS1

**Management of information:** (a) Students will be able to: analyse and filter information to identify relevance; (b) competently undertake research tasks with minimum guidance; and (c) organise and present information effectively using different media. KTS2

**Group working:** Students will be able to: (a) work effectively within a group both as group leaders and/or group members; (b) clarify tasks and make appropriate use of group members abilities; (c) negotiate and handle conflict with confidence and sensitivity; and (d) participate effectively in peer review processes. KTS3

**Self-evaluation:** Students will be able to: (a) reflect on their own and others' performance; (b) participate effectively in peer review processes and analyse and identify ways to improve practice; (c) know how to advance their knowledge and understanding; and (d) know how to recognise their development needs and develop new skills to a high level. KT

**Autonomy:** Students will be independent and self-critical learners who can act autonomously in planning and implementing tasks, and who will be able to guide the learning of others. KTS5

**Problem solving:** Students' abilities in independent learning and self-evaluation will equip them to regard problems as challenges and adopt the problem-solving approach required for professional life and continuing professional study, including making professional and ethical use of others where appropriate. KTS6

**Critical thinking:** Students will demonstrate the ability to critically reflect on issues, problems and decisional alternatives, which will equip them for exercising initiative and personal responsibility. Associated skills include: complex and multidimensional reasoning; awareness of ethical and normative issues; and critical awareness of society's common values such as democracy and sustainability. KTS7

**Accessing resources:** Students will be able to locate and use a full range of sources to carry out background research and literature reviews. KTS8

All optional modules contribute in some way to the acquisition of these transferable skills. The following shows how the above key transferable skills are mapped to the core course modules:

- |            |                              |                           |
|------------|------------------------------|---------------------------|
| • 7JRN013W | News and Feature Writing     | KTS1, 2, 3, 4, 5, 6, 7, 8 |
| • 7JRN012W | Multimedia Journalism Skills | KTS1, 2, 3, 4, 7, 8       |
| • 7JRN009W | Issues in Journalism         | KTS1, 2, 5, 6, 7, 8       |

## **Learning, teaching and assessment methods**

### **Learning**

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.

### **Teaching**

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, in order to support a variety of teaching and learning styles. We deliver lecture notes, key readings and assessment information and to facilitate discussion groups and knowledge sharing.

### **Assessment**

Assessment is done through coursework – including ‘real’ journalistic practical assignments and ‘live’ news 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’ test of to assess the understanding of the legal and ethical considerations facing journalists.

### **Course structure**

Students complete four core modules, choose to study whether Magazine Production or Emerging Journalism and take one other option from within the course or chosen from another course (with approval). To complete their master studies, students will have to take a further module of 60 credits in the last term, be it the production of a practical final project or a dissertation.

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.

<b>Credit Level 7</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
7JRNL012W	Multimedia Journalism Skills	Core	20	10
7JRNL009W	Issues in Journalism	Core	20	10
7JRNL013W	News and Feature Writing	Core	20	10
<b>Award of Postgraduate Certificate</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
7JRNL014W	Emerging Journalism	Option	20	10
7JRNL011W	Magazine Project	Option	20	10
7JRNL014W	Digital Journalism Production	Core	20	10
7JRNL008W	Investigative Journalism	Option	20	10
7JRNL015W	Specialist Journalism	Option	20	10
7JRNL017W	Travel Journalism	Option	20	10
7JRNL020W	Health and Medical Journalism	Option	20	10
7JRNL016W	The Sociology of News	Option	20	10
<b>Award of Postgraduate Diploma available; to complete their master studies, the student must take one of the 60 credit final modules below.</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
7JRNL005W	Final Journalism Project	Option	60	30
7JRNL006W	Final Project Emerging Journalism	Option	60	30
7JRNL002W	Dissertation	Option	60	30
<b>Award of MA Multimedia Journalism available</b>				

Please note: Not all option modules will necessarily be offered in any one year.

### **Academic regulations**

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

## How will you be supported in your studies?

### Course Management

The MA, PG Dip and PG Cert in Multimedia Journalism (Print & Online) is taught within Westminster School of Media and Arts and Design in the Cluster of Professional Communication. The management structure supporting the course is as follows:

Steve Hill and Mercedes Bunz are the joint Course Leaders responsible for the day-to-day running and overall management of the course and development of the curriculum. They can be contacted in their office (J2.14) during consultation or by email: S.Hill1@westminster.ac.uk or M.Bunz@westminster.ac.uk.

Deborah Vogel is the cluster leader and holds academic responsibility for the course and for the other courses run by Cluster for Professional Communication. D.Vogel@westminster.ac.uk

Jonathan Stockdale is Associate Dean (Postgraduate) of the faculty, holds overall responsibility for the course and for the other courses run by the Westminster School of Media, Arts and Design.

Kerstin Mey, Dean of the faculty, holds overall responsibility for all courses run by the Westminster School of Media, Arts and Design.

The course leaders, Mercedes Bunz and Steve Hill will be responsible for:

- Admissions
- Approving students' programme of study
- Organising tutorials, supervisory support and pastoral care
- Coordinating dissertation and professional project supervision
- Coordinating marks for assessment boards
- General management of the course.

**Module leaders** oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

### 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, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. 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 uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students

### Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students<sup>1</sup> 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. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## **Support Services**

The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

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

The course was initially approved by a University Validation Panel in 2013. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

## **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.

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<sup>1</sup> Students enrolled at Collaborative partners may have differing access due to licence agreements.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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