

## Programme Specification for BA (Hons) Journalism

**This document applies to Academic Year 2024/25 onwards**

*Table 1 programme specification for BSc (Hons) Journalism*

<b>1.</b>	<b>Awarding institution/body</b>	University of Worcester
<b>2.</b>	<b>Teaching institution</b>	University of Worcester
<b>3.</b>	<b>Programme accredited by</b>	N/A
<b>4.</b>	<b>Final award</b>	BA Hons
<b>5.</b>	<b>Programme title</b>	Journalism
<b>6.</b>	<b>Pathways available</b>	Single, Major, Joint and Minor. Options for current Joint Honours combinations and UCAS codes can be found at: <a href="https://www.worcester.ac.uk/study/find-a-course/joint-degrees/joint-degrees.aspx">https://www.worcester.ac.uk/study/find-a-course/joint-degrees/joint-degrees.aspx</a>
<b>7.</b>	<b>Mode and/or site of delivery</b>	Standard taught programme
<b>8.</b>	<b>Mode of attendance and duration</b>	Full time (3 years). Part time (6 years).
<b>9.</b>	<b>UCAS Code</b>	Journalism BA - P500 BA/JOUR
<b>10.</b>	<b>Subject Benchmark statement and/or professional body statement</b>	<a href="#">Communication, Media, Film and Cultural Studies (April 24)</a>
<b>11.</b>	<b>Date of Programme Specification preparation/ revision</b>	Approved June 2021. August/September 2021 – AQU amendments. August 2022 – AQU amendments. July 2023 – annual updates

### **12. Educational aims of the programme**

The course aims to:

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

The course content is a blend of practical and theoretical elements, the aim being to provide a sound academic underpinning to the subject. Although all students will obtain a solid grounding

in journalism, there is scope to tailor the course to meet specific requirements, for example through broadcast, print, sports or entertainment journalism and the wider fields of PR and communications.

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

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

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

#### Learning, teaching and assessment

Table 2 knowledge and understanding outcomes for module code/s

<b>Knowledge and Understanding</b>		
<b>LO no.</b>	<b>On successful completion of the Journalism BA (Hons) course, students will be able to:</b>	<b>Module Code/s</b>
1	Demonstrate an understanding of the media industry and the impact of new and emerging media on a national and international scale	JOUR3006 JOUR3018 JOUR3021
2	Assess the role of journalists, past, present and future with an awareness of their responsibility as practitioners	JOUR3005 JOUR3020
3	Show understanding of the political, economic, social, technological, legal and ethical frameworks within which journalism operates	JOUR3005 JOUR3012 JOUR3021
4	Understand how disability, class, ethnicity, gender, religion, nationality, sexuality, and other social divisions play key roles in terms of both access to the media and modes of representation in media texts (QAA 4.6 3.iii& 5.2 6.vi)	JOUR3005 JOUR3020 JOUR3021
5	Demonstrate knowledge of the production, distribution, circulation and consumption of social meanings and values on a regional, national and global scale	JOUR3005 JOUR3008 JOUR3021

Table 3 cognitive and intellectual skills outcomes for module code/s

<b>Cognitive and Intellectual skills</b>		
<b>LO no.</b>	<b>On successful completion of the Journalism BA (Hons) course, students will be able to:</b>	<b>Module Code/s</b>

<b>Cognitive and Intellectual skills</b>		
<b>6</b>	Demonstrate critical thinking, analysis and synthesis with reference to contemporary and historical debates and intellectual paradigms within journalism	JOUR3018 JOUR3019 JOUR3020
<b>7</b>	Analyse forms of communication, media and culture as they have emerged historically with reference to social, cultural and technological change	JOUR3006 JOUR3019
<b>8</b>	Evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debate and conventions	JOUR3005 JOUR3012 JOUR3019
<b>9</b>	Evaluate a range of journalistic artefacts with reference to the social and cultural contexts and diversity of contemporary society and have an understanding of how different social groups variously make use of, and engage with, forms of communication	JOUR3018 JOUR3019

Table 4 skills and capabilities related to employment outcomes for module code/s

<b>Skills and capabilities related to employability</b>		
<b>LO no.</b>	<b>On successful completion of the Journalism BA (Hons) course, students will be able to:</b>	<b>Module Code/s</b>
<b>10</b>	Initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual, sound or other electronic and digital media	JOUR3005 JOUR3012 JOUR3021
<b>11</b>	Produce a variety of multi-platform media to agreed requirements, for content, treatment and format with an understanding of the needs of diverse audiences.	JOUR3005 JOUR3021
<b>12</b>	Develop material which conforms to the ethical, regulatory and legal considerations relevant to the production of cultural forms and products	JOUR3018 JOUR3020 JOUR3021
<b>13</b>	Operate a range of technical media equipment required for the production of editorial content and to work with web-based technology	JOUR3008 JOUR3021
<b>14</b>	Understand the importance of the commissioning and funding structures of the creative industries and work within the constraints imposed by them	JOUR3012 JOUR3019

Table 5 transferable/key skills outcomes for module code/s

<b>Transferable/key skills</b>		
<b>LO no.</b>	<b>On successful completion of the Journalism BA (Hons) course, students will be able to:</b>	<b>Module Code/s</b>
<b>15</b>	Demonstrate skills in creative and reflexive capacities in innovative ways of working both independently and as a team	JOUR3005 JOUR3019 JOUR3021
<b>16</b>	Apply a range of investigation and enquiry techniques using a range of source material and contacts; primary, secondary, academic and non-academic.(QAA 5.3)	JOUR3005 JOUR3012 JOUR3021

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

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

**Learning, teaching and assessment**

**Teaching**

Students are taught through a combination of interactive workshops, lectures, seminars, practical sessions, fieldwork, practical activities, etc. Interactive workshops take a variety of formats and are intended to enable the application of learning through discussion and small group activities. Seminars enable the discussion and development of understanding of topics covered in lectures, and practical sessions are focused on developing subject specific skills and applied individual and group project work.

In addition, meetings with Personal Academic Tutors are scheduled on at least four occasions in the first year and three occasions in each of the other years of a course.

The University places emphasis on enabling students to develop the independent learning capabilities that will equip them for lifelong learning and future employment, as well as academic achievement. A mixture of independent study, work based learning, teaching and academic support from Student Services and Library Services, and also the Personal Academic Tutoring system enables students to reflect on progress and build up a profile of skills, achievements and experiences that will help them to flourish and be successful.

**Contact time**

In a typical week students will have around 12 – 15 contact hours of teaching. Practical newsdays in the 2<sup>nd</sup> and 3<sup>rd</sup> years tend to run for 6 hours, therefore adding to the usual contact time of 12 hours. The precise contact hours will depend on the optional modules selected and in the final year there is normally slightly less contact time in order to do more independent study.

Typically class contact time will be structured around:

- 4 hours of lectures per week
- 8 hours of workshops / practical sessions

### **Independent self-study**

In addition to the contact time, students are expected to undertake around 22 - 25 hours of personal self-study per week. Typically, this will involve reading, research and gathering material for practical work.

Independent learning is supported by a range of excellent learning facilities, including the Hive and library resources, the virtual learning environment, and extensive electronic learning resources.

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

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

### *Work Placements*

The two work placement modules, which are mandatory for students taking Single Honours Journalism, occur at Level 5 (minimum 35 hours) and Level 6 (minimum 70 hours). The modules are introduced at the end of the previous year of study i.e. at the end of Level 4 for the Year 2 work placement and at the end of Level 5 for the Year 3 placement. The assessment for these is through portfolios demonstrating successful completion of the placement together with other material as outlined in the modules.

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

### **Teaching staff**

Students will be taught by a teaching team whose expertise and knowledge are closely matched to the content of the modules on the course. The team is made up of staff with journalistic experience and expertise in different areas of the media, such as radio, television and print.

<https://www.worcester.ac.uk/about/academic-schools/school-of-the-arts/arts-staff-profiles.aspx>

Teaching is informed by research and consultancy, and all of lecturers on the course have a higher education teaching qualification or are Fellows of the Higher Education Academy.

### **Assessment**

The course provides opportunities to test understanding and learning informally through the completion of practice or 'formative' assignments. Each module has one or more

formal or 'summative' assessment which is graded and counts towards the overall module grade.

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

There is an in-class test in the Law in JOUR1010 Journalism Law & Ethics. The assessment criteria for all journalism modules reflect the need for professionalism and a commitment to group activities in the planning and production of work, and this requires good attendance. Attendance at all formal taught sessions and other course activities is expected.

The precise assessment requirements for an individual student in an academic year will vary according to the mandatory and optional modules taken, but a typical formal summative assessment pattern for each year of the course is:

Year 1:

1 presentation

1 exam

2 essays

4 portfolios of practical journalistic work and news stories.

Year 2:

3 essays

5 portfolios of practical journalistic work and reflective reports and original news stories.

Year 3:

final project

work placement portfolio

2 essays

3 portfolios of practical journalistic work.

## **14. Assessment Strategy**

### *Transferable Skills*

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

### *Knowledge*

The assessment of knowledge is predominantly via coursework including essays, editorial content, written and audio visual, individual and group presentations, individual and group critical self-evaluation, research exercises, individual work-based learning reports, independent studies, project reports and portfolios. There is one in-class test in Law. Formal and informal formative feedback is provided through seminars, tutorials and the submission of essay plans and draft work.

### *Intellectual Skills*

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

### *Practical Skills*

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

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

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

Level 5 modules will engage students with a range of practical and theoretical approaches to journalism. Assessment at level 5 is also designed to develop independent learning and research skills. The two 30 credit modules at level 5 are designed to offer a range of assessments including practical group work, reflecting industry practice and JOUR2011 Broadcast & Social Media develops students' skills in working to tight deadlines. The assessments in JOUR2000 Law, Ethics and Society include practical court reporting and making Freedom of Information requests. JOUR2006 Reporting Politics also involves a combination of practical and theoretical topics. Students are able to further develop their chosen pathways through a choice of assessment, for instance enabling submission in either print or audio formats. JOUR2002 Magazine Journalism & Feature Writing, JOUR2005 Sports Journalism and JOUR2014 Entertainment Journalism enable focussed practical skill development. There are also journals, reflective logs, presentations and essays.

At level 6, assessment methods are designed to offer students development of critical thinking and reflection, as well as expression of ideas and independent practical work encouraging the origination of material to meet specific media needs in both journalism and the communications sector as a whole. In the year 3 Final Project module (30 credits, mandatory for Single and Major students) the task is designed to explore students' individual interests, creativity and interdisciplinary pursuits and to give students the opportunity to work closely in one-to-one tutorial contexts often on a topic that is the focus of a lecturer's personal expertise. Students are encouraged to develop projects with 'real' clients where possible and to tailor the outcomes to meet specific audience needs. The aim is to help bridge their movements from education into the workplace. JOUR3021 Podcasting and Live News Production is designed to prepare students for the world of work and includes live newscasts, while JOUR3019 Advanced PR & Comms equips students with skills needed for roles in the communications industry, which is a popular destination for graduates. JOUR3008 Advanced Digital Production enables further development with magazine or newspaper production work.

## 15. Programme structures and requirements

Please see Appendix 1 for the Award Map.

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

There is recognition of the need for journalists to be multi-skilled in order to meet the needs of a converged media landscape. The Level 4 mandatory module JOUR1000 Introduction to Journalism aims to introduce students to different presentation styles within journalism. Students then engage directly with the skills required in the 30-credit JOUR1009 Practical Journalism Skills. Single and Joint Honours students create content with and for mobile devices and social media in JOUR1006 Introduction to Digital Techniques. Multi-platform production and delivery is also central to the 30-credit JOUR2011 Broadcast & Social Media. This is also delivered as two 15-credit modules, JOUR2012 Broadcast Journalism and JOUR2013 Social Media for Journalists, providing opportunities for joint honours students to select one practical module. Some other modules with practical assessments enable students a choice over which format(s) to select for their assessments. This fully acknowledges the convergent nature of journalism.

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

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

Students wishing to specialise in print can select JOUR2002 Magazine Journalism & Feature Writing at Level 5 and then JOUR3008 Advanced Digital Production at Level 6, which also incorporates sub-editing. News writing skills, preparing students for work on a range of traditional print and online platforms are embedded in many modules, including at level 4 the mandatory modules, Introduction to Journalism JOUR1000 and JOUR1010 Introduction to Law and Ethics. It is also integral with the mandatory 30-credit level 5 Law, Ethics and Society module JOUR2000 and with the politics module JOUR2006 at level 5, although students are also able to produce work in different formats. The level 6 module JOUR3006 Investigative Journalism and Research Skills and JOUR3018 Campaigning & Environmental Journalism enable a focus on researching and writing stories with a particular focus.

### ***Broadcast Journalism***

Students will be introduced to this in the Practical Journalism Skills JOUR1009 and 9 JOUR1006 Introduction to Digital Techniques, which incorporates mobile journalism. Broadcast skills can be further developed in JOUR2011 Broadcast & Social Media (30 credits), which incorporates JOUR 2012 Broadcast Journalism focusing on broadcast production work and JOUR2013 Social Media for Journalists, a social media production module (15 credits for



Joint students.) Students are encouraged, where possible, to produce content for different platforms, encouraging a multi-media approach to journalism. At level 6 there is the 30-credit JOUR3021 Podcasting and Live News Production and for students keen to develop skills as researchers there is JOUR3006 Investigative Journalism and Research Skills.

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

Students wishing you pursue careers in the communications industry as PR and publicity professionals are able to select specialised route that enable practical work to engage with their interest areas. JOUR3019 Advanced PR & Comms enables them to use the many cross-transferable skills to produce work for their portfolios. Work experience opportunities in the PR and marketing sphere are available through the two work placement modules, JOUR2007 Developing Your Media Career and JOUR3005 Work Placement. At Level 6 students are able to select a communications project, perhaps a marketing campaign, for JOUR3012 Final Project.

### ***Specialist interest areas:***

#### ***Sport, Entertainment, Politics***

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

#### ***Sport:***

At level 5 there is a dedicated Sports Journalism module, JOUR2005 and options to submit sports journalism in JOUR2002 Magazine Journalism & Feature Writing and the broadcast submissions as part of JOUR2011 Broadcast & Social Media. Part of this includes mobile journalism and live tweeting. Students are also able to select a sports outlet for a placement in JOUR2007 Developing your Media Career.

At level 6 there is enormous scope to develop sports journalism through JOUR3012 Final Project, JOUR3006 Investigative Journalism and Research Skills, JOUR3008 Advanced Digital Production and with sports coverage and content production in JOUR3021 Podcasting and Live News Production. Students are also able to select a sports outlet for JOUR3005 Work Placement.

#### ***Entertainment:***

At level 5 there is a dedicated Entertainment Journalism module, JOUR2014 and options to submit entertainment journalism in JOUR2002 Magazine Journalism & Feature Writing and the broadcast submissions as part of JOUR2011 Broadcast & Social Media. Students are also able to select an entertainment media outlet for a placement in JOUR2007 Developing your Media Career.

At level 6 there is scope to develop entertainment journalism through JOUR3012 Final Project, JOUR3008 Advanced Digital Production and with entertainment coverage and content production in JOUR3021 Podcasting and Live News Production. Students are also able to select an entertainment media outlet for JOUR3005 Work Placement.

#### ***Politics:***

At level 5 there is a dedicated Politics module, JOUR2006 Reporting Politics and options to submit political journalism in JOUR2002 Magazine Journalism & Feature Writing and the broadcast submissions as part of JOUR2011 Broadcast & Social Media. Students are also able to select a political media outlet for a placement in JOUR2007 Developing your Media Career.

At level 6 there is enormous scope to develop political journalism through JOUR3012 Final Project, JOUR3006 Investigative Journalism and Research Skills, JOUR3008 Advanced Digital Production and with political coverage and content production in JOUR3021 Podcasting and Live News Production. Students are also able to select a political media outlet for JOUR3005 Work Placement.

## 16. QAA and Professional Academic Standards and Quality

The course reflects the subject benchmark statement for Communication, Media, Film and Cultural Studies as it applies to Journalism (2024). These articulate the defining principles, nature and scope of the subject as well as the knowledge, understanding and subject skills expected of successful honours graduates in this area. These have been used to craft module learning outcomes and their content as well as learning, teaching and assessment strategies of modules. Section 13 is devised in line with key benchmarks indicated. [Communication, Media, Film and Cultural Studies \(2024\)](#)

The defining principles of 1.1 (QAA 2024) recognise the importance of ‘the systematic study of communication, media, film and culture in national, transnational and global contexts.’ The diversity of degree programmes in this area is also acknowledged where programmes ‘are characterised by diversity of emphases’ (QAA 2024). Journalism at Worcester focuses on a number of areas highlighted in the benchmark statements, particularly focusing on material culture and everyday cultural practices, established and new media as well as ranging across the general areas of culture and media.

Specifically, the course framework is structured to support ‘an understanding of the processes linking pre-production, production, distribution, circulation, reception and use’ (QAA 2024). This framework provides the bases for placing into context other relevant subject benchmarks including ‘the roles of communication systems, modes of representations and systems of meaning in the ordering of societies’ (QAA 2024), ‘cultural practices and institutions in society’ (QAA 2024); an historically informed knowledge of ‘the contribution of media organisations to the shaping of modernities’ (QAA 2024); ‘an understanding of the ways in which identities are constructed and contested through engagements with culture’ (QAA 2024); an understanding how ‘social divisions play key roles in terms of both access to the media and modes of representation in media texts’ (QAA 2024).

Skills of intellectual analysis include the ability to ‘engage critically with major thinkers, debates within the field, putting them to productive use’ (QAA 2024). Modules also enable students to ‘make critical judgements in the understanding and evaluation of these forms’ (QAA 2024) and to ‘consider and evaluate their own work in a reflexive manner, with reference to academic codes of practice and/or professional conventions, issues and debates’ (QAA 2024). Students are enabled to ‘produce work that uses the effective manipulation of one or more of sound, images, and the written word, including understanding relevant industry standards and how they are defined and achieved’ (QAA 2024).

The learning outcomes highlight the development of research skills to ‘carry out various forms of research’ (QAA 2024). The research project is the culmination of such research skills and builds on proficiencies developed in previous modules. These skills are also developed throughout their undergraduate studies. Hence, progression through Journalism at the University of Worcester ‘leads to an increasing emphasis on student self-direction and self-responsibility in the teaching and learning strategies deployed.’ (QAA 2024).

This award is located at Level 6 of the [OfS sector recognised standards](#).

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

## **17. Support for students**

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

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

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

Students are also provided with a brief induction into their second and third years ahead of the start of teaching.

In addition the Institute of Arts and Humanities monitors attendance closely in first year and provides support for first year students.

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

Opportunities to use the broadcast studios outside timetabled sessions enable students to continue to develop their professional skills throughout the course and they are encouraged to get work published wherever possible.

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

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

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

Students are further supported through a range of online support, for example via tutorials through the VLE, Blackboard Collaborate or Teams. All modules are supported through the

virtual learning environment accessed through Blackboard. The Course Handbook is also available online.

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

<https://www2.worc.ac.uk/firstpoint/>  
<https://www.worcester.ac.uk/life/help-and-support/services-for-students/home.aspx>  
<https://www2.worc.ac.uk/disabilityanddyslexia/>

## 18. Admissions

### Admissions policy

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

### Entry requirements

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

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

### Recognition of Prior Learning

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

Further information on Recognition of Prior Learning can be found at <http://www.worcester.ac.uk/registryservices/941.htm>

### Admissions procedures

Full-time applicants apply through UCAS P500BA/JOUR  
 A list of codes for Joint Honours combinations is detailed in section 9 above  
 Part-time applicants apply directly to University of Worcester (UW)

### Admissions/Selection Criteria

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

All students are invited to Open Days and Applicant Days and encouraged to explore any aspect of their application that may require further clarification.

## 19. Regulation of assessment

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

**Requirements to pass modules**

- Modules are assessed using a variety of assessment activities which are detailed in module specifications.
- The minimum pass mark is D- for each module.
- A student is required to submit all items of assessment in order to pass a module, and in some modules, a pass mark in each item of assessment may be required.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline.

**Submission of assessment items**

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

**Retrieval of failure**

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

**Requirements for Progression**

- A student will be permitted to progress from Level 4 to Level 5 if, by the time of the reassessment Board of Examiners, they have passed at least 90 credits at Level 4. Outstanding Level 4 credits must normally be studied in the following academic year.
- A student will be permitted to progress from Level 5 to Level 6 if, by the time of the reassessment Board of Examiners, they have passed at least 210 credits, including 90 credits at Level 5. Outstanding Level 5 credits must normally be studied in the following academic year.
- A student who, by the time of the reassessment Board of Examiners, has failed 90 credits or more (after exhausting all reassessment opportunities) during the academic year, will have their registration with the University terminated
- If a student has not passed at least 90 credits by the reassessment Board of Examiners, the student is not permitted to progress to the next level and will be required to either complete outstanding reassessment or retake the failed modules the following academic year. Students will be able to carry forward any passed modules.

## Requirements for Awards

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

## Classification

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

- Classification determined on the profile of the 120 credits attained at Level 5 and 120 credits at Level 6. Level 5 and Level 6 grades are weighted on a ratio of 1:2  
OR
- Classification determined on the profile of the 120 credits attained at Level 6 only
- Classification will be based on the weighted average grade together with a requirement for at least half of the Level 6 grades to be in the higher class.

For further information on honours degree classification, see the [Taught Courses Regulatory Framework](#)

Please Note: The above methods apply to students entering Level 4 of three or four year degree programmes who commence Level 4 from September 2022.

*For Joint Honours courses only:*

The Bachelor of Science (BSc) award will only be used for joint courses comprising two subjects for which the award of BSc was agreed, in all other cases the award will be Bachelor of Arts (BA).

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

### Graduate destinations

A large percentage of students gain employment in media related jobs within twelve months of graduating. Destinations for those wishing to pursue a career in broadcasting include BBC

(regional and national) Sky, Channel 4 and Sunset and Vine, Free Radio, Made in Birmingham and Anglian Radio.

Many other graduates have gone into print and online positions, at newspaper groups including News UK, Newsquest, Bullivant Media, the Oxford Chronicle and the Gay Times, London.

Some students secure work within the magazine industry, including those successfully launching their own publication, whilst others work with online news sites and news agencies, such as South West News Service and Caters News Agency.

A high number of students have also secured work in PR & communications, including senior roles at agencies and with county and district councils, MPs, health and police authorities as well as private companies, including Jaguar UK and Fujitsu.

Increasingly popular areas for students to enter are social media and digital communications. The skills learned on the course equip them well for working within these growing fields and students have gained employment in a wide variety of roles, including social media editors (for example at LADbible and BBC), managers and content producers.

### **Student employability**

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

A series of 'live' news days and simulated exercises help to bridge the gap between academia and the media industry giving students 'real' experience. A number of trips, including Westminster for JOUR2006 Reporting Politics, The Mailbox and Media City, together with a large number of visiting experts and guest lecturers help to inspire students and make them aware of the skills required for employment. Reflective thinking tasks are embedded throughout the course. There are two work placement modules and, through industry links, opportunities to work at a range of outlets, including the BBC. Students are also required to make presentations, including to industry professionals and these help them to become more confident.

Working in groups and independently ensures that they are able to meet the varied challenges that they may face in the workplace. Time-management is a core skill and students become proficient at extracting key points quickly and translating them into a range of formats accurately and at speed. The PR and communications and digital production modules provide students with the skills to apply for work in that thriving sector.

### **Links with employers**

There are opportunities for a number of students to secure placements through the university's Media Diversity Partnership with the BBC. This has steadily grown and now includes eight placements a year, one of them a month long and offered to a graduating student interested in sports journalism. The University's partnership with the city's community youth radio station Youthcomm provides opportunities for work experience, with one student securing an 'earn-as-you learn' paid breakfast presenting slot. Students are regularly on placements at Newsquest's Worcester News, the Birmingham Post and Mail, Wolverhampton and Shropshire Express and Star papers and at a variety of magazines and online sports organisations. Strong links with the Worcester News mean the editor regularly comes in to talk with students and offers work placements – with several students going on to work for the group as a result of the work

experience. A number of students enter the PR, communications and Social Media Management sphere and the course has many connections with organisations requiring these skills, with undergraduates on placements and alumni working at many of them, including the fire service, police and local councils. The journalism area also has a strong link with Parliament through the local MP, and students get career advice on the civil service and other political and voluntary and political spheres. There are links with Malvern Theatres with students regularly working in the Press Office and covering events with reviews appearing on their website. They are also encouraged to take up volunteering opportunities, and internships, offered through the Students Union and with local employers. The students that have undertaken work project modules have participated in a wide range of areas including local radio, teaching, marketing, events management and local newspapers. Websites have also provided opportunities for students to gain experience, some on an 'earn as you learn' basis.

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



## Appendix 1 Award map

*Table 6 heading for course title*

**Course Title: BA Hons Journalism**

*Table 7 award map for level 4 single/joint honours/major/minor BA (Hons) Journalism*

<b>Level 4</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Credits (Number)</b>	<b>Status (Designated (D) or Mandatory (M) or Optional (O))</b>	
			<b>Single Hons</b>	<b>Joint Hons</b>
JOUR1000	Introduction to Journalism	30	M	M
JOUR1005	Introduction to Feature Writing	15	M	N/A
JOUR1006	Introduction to Digital Techniques	15	M	M
JOUR1008	Introduction to Photojournalism	15	M	N/A
JOUR1009	Practical Journalism Skills	30	M	N/A
JOUR1010	Journalism Law and Ethics	15	M	M

### **Single Honours Requirements at Level 4**

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

### **Joint Honours Requirements at Level 4**

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

Table 8 award map for level 5 single/joint honours/major/minor BA (Hons) Journalism

Level 5							
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O))				Co-requisites/ exclusions and other notes
			SH	Maj	JH	Min	
JOUR2000	Journalism, Law, Ethics and Society	30	M	M	M	M	None
JOUR2002	Magazine Journalism & Feature Writing	15	O	O	O	O	None
JOUR2005	Sports Journalism	15	O	O	O	O	None
JOUR2006	Reporting Politics	15	M	O	O	O	None
JOUR2007	Developing Your Media Career	15	M	O	O	O	None
JOUR2011	Broadcast & Social Media	30	M	M	O	O	This module comprises of modules Broadcast Journalism and Social Media for Journalists.
JOUR2012	Broadcast Journalism	15	N/A	N/A	O	O	Excluded combination JOUR2011
JOUR2013	Social Media for Journalists	15	N/A	N/A	O	O	Excluded combination JOUR2011
JOUR2014	Entertainment Journalism	15	O	O	O	O	None
CODE xxxx	Optional modules offered by the Centre for Academic English and Skills/Institute of Education	15/30	O	O	O	O	None

### Single Honours Requirements at Level 5

Single Honours students must take 120 credits in total to include all mandatory modules JOUR2000, JOUR2006, JOUR2007 and JOUR2011.

Optional modules can include up to 15/30 credits drawn from a range of modules in: Academic English for native and non-native speakers of English and Teaching English as a Foreign Language (TEFL) and modules in Tutoring. Details of the available modules can be found here <https://www.worcester.ac.uk/life/help-and-support/centre-for-academic-english-and-skills/optional-modules.aspx>

### Major Pathway Requirements at Level 5

Major Pathway students must take at least 75 and no more than 90 credits from the table above to include JOUR2000 (30 credits) and JOUR2011 (30 credits) and at least one of the other 6 options.

#### Joint Pathway Requirements at Level 5

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

#### Minor Pathway Requirements at Level 5

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

*Table 9 award map for level 6 single/joint honours/major/minor BA (Hons) Journalism*

Level 6							
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O))				Pre-requisites (Code of Module required)
			SH	Maj	JH	Min	
JOUR3005	Work Placement	15	M	O	O	O	None
JOUR3006	Investigative Journalism and Research Skills	15	O	O	O	O	None
JOUR3008	Advanced Digital Production	15	O	O	O	O	JOUR2002
JOUR3012	Final Project	30	M	M	O	N/A	None
JOUR3018	Campaigning & Environmental Journalism	15	O	O	O	O	None
JOUR3019	Advanced PR & Comms	15	M	O	O	O	None
JOUR3020	Gender, Identity & Inclusivity	15	O	O	O	O	None
JOUR3021	Podcasting and Live News Production	30	M	O	O	O	None

#### Single Honours Requirements at Level 6

Single Honours students must take 120 credits from the table above to include JOUR3005 (15 credits), JOUR3012 (30 credits), JOUR3019 (Advanced PR & Comms) and JOUR3021 (Podcasting and Live News Production)

#### Major Pathway Requirements at Level 6

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

#### Joint Pathway Requirements at Level 6

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

Joint pathway students who choose to take their Independent Study (equivalent) in this subject must take JOUR 3012 (30 credits).

Joint pathway students who choose to place an Independent Study (equivalent) in their other joint subject must take 45 to 75 credits from table above (excluding JOUR3012).

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

### Minor Pathway Requirements at Level 6

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

### Credit requirements for awards involving two subjects

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

*Table 10 credit requirements*

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