

## KEY PROGRAMME INFORMATION

|   |  |
|---|--|
| <b>Originating institution(s)</b><br>Bournemouth University   | <b>Faculty responsible for the programme</b><br>Communication and Journalism   |
| <b>Final award(s), title(s) and credits</b><br>BA (Hons) Multimedia Sports Journalism (360 credits - 180 ECTS)  |  |
| <b>Intermediate award(s), title(s) and credits</b><br>Level 4: Cert HE – 120 credits (60 ECTS credits)<br>Level 5: Dip HE – 240 credits (120 ECTS credits)  |  |
| <b>UCAS Programme Code(s) (where applicable and if known)</b><br>P500   | <b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b><br>100442 Journalism |
| <b>External reference points</b> <ul style="list-style-type: none"> <li>• The UK Quality Code for Higher Education:</li> <li>• Part A: Setting and maintaining academic standards; Chapter A1: UK and European reference points for academic standards (October 2013) - incorporates Framework for Higher Education Qualifications, Foundation Degree qualification benchmarks and subject benchmark statements. Foundation Degree qualification benchmarks and subject benchmark statements. Subject benchmarks for Communication and Media, and English.</li> <li>• Chapter A2: Degree-awarding bodies reference points for academic standards (October 2013)</li> <li>• Chapter A3: Securing academic standards and an outcomes-based approach to academic standards</li> <li>• NCTJ, PTC, BJTC</li> <li>• Skillset</li> </ul> |  |
| <b>Professional, Statutory and Regulatory Body (PSRB) links</b><br>Seeking accreditation from National Council for the Training of Journalists (early 2021)   |  |
| <b>Places of delivery</b><br>Bournemouth University, Talbot Campus  |  |
| <b>Mode(s) of delivery</b><br>Full-time and Full-time with one year sandwich year   | <b>Language of delivery</b><br>English   |
| <b>Typical duration</b><br>3 years FT / 4 years sandwich  |  |
| <b>Date of first intake</b><br>2021   | <b>Expected start dates</b><br>September   |
| <b>Maximum student numbers</b><br>25  | <b>Placements</b><br>Compulsory 4 week short placement or minimum 30 week sandwich placement                           |
| <b>Partner(s)</b><br>N/A  | <b>Partnership model</b><br>N/A  |
| <b>Date of this Programme Specification</b><br>December 2022  |  |

## Programme Specification – Section 1

|  |
|--|
| <b>Version number</b><br>v1.2-0923   |
| <b>Approval reference numbers</b><br>E192018, approved 03/09/2020<br>FMC 2021 34, approved 26/07/2021, previously v1.0-0921<br>EC 2223 02, approved 16/09/2022<br>FMC 2223 07, approved 06/12/2022, previously version v. 1.1 0922 |
| <b>Author</b><br>Dr Andrew Bissell<br>BA Multimedia Journalism Programme Leader  |

## Programme Specification – Section 1

### PROGRAMME STRUCTURE

| Programme Award and Title:  |                 |                    |                               |      |       |                                       |                        |   |
|---|-----------------|--------------------|-------------------------------|------|-------|---------------------------------------|------------------------|---|
| Year 1/Level 4  |                 |                    |                               |      |       |                                       |                        |   |
| Unit Name   | Core/<br>Option | No. of<br>Credits  | Assessment Element Weightings |      |       | Expected<br>Contact hours<br>per unit | Unit Version<br>Number | HECoS Code<br>(plus balanced or<br>major/ minor load) |
|   |                 |                    | Exam<br>1                     | Cwk1 | Cwk 2 |                                       |                        |   |
| News and Storytelling in Sport 1  | Core            | 20                 | 50                            | 50   |       | 80                                    | V1.0                   | 100445  |
| Broadcast Journalism in Sport   | Core            | 20                 |                               | 50   | 50    | 80                                    | V1.0                   | 100439  |
| Journalism and Society  | Core            | 20                 | 50                            | 50   |       | 48                                    | V1.0                   | 100445<br>100444                                      |
| Research for Journalism   | Core            | 20                 |                               | 40   | 60    | 36                                    | V1.0                   | 100445  |
| Media Law   | Core            | 20                 |                               | 100  |       | 48                                    | V1.0                   | 100485  |
| Digital Storytelling in Sport   | Core            | 20                 |                               | 30   | 70    | 40                                    | V1.0                   | 100445  |
| Shorthand 1   | Option          | Non-credit bearing | P/F                           |      |       | (2 hrs per week)                      | V1.0                   | 100445  |
| <b>Progression requirements:</b> 120 credits at Level 4<br><br><b>Please Note:</b> Shorthand is not a graduation requirement and therefore is not required to progress to Level 5.<br><br><b>Exit qualification:</b> Level 4: Cert HE – 120 credits (60 ECTS credits) |                 |                    |                               |      |       |                                       |                        |   |

## Programme Specification – Section 1

| <b>Year 2/Level 5</b> (Students are required to study all core units and one 20-credit optional unit)   |                 |                    |                                  |          |          |  |                           |   |
|---|-----------------|--------------------|----------------------------------|----------|----------|--|---------------------------|---|
| Unit Name   | Core/<br>Option | No. of<br>Credits  | Assessment Element<br>Weightings |          |          | Expected<br>Contact<br>hours per<br>unit | Unit<br>Version<br>Number | HECoS Code<br>(plus balanced or<br>major/ minor load) |
|   |                 |                    | Exam<br>1                        | Cwk<br>1 | Cwk<br>2 |  |                           |   |
| Broadcast Sports Journalism   | Core            | 20                 |                                  | 80       | 20       | 80                                       | V1.0                      | 100439  |
| News and Storytelling in Sport 2  | Core            | 20                 |                                  | 50       | 50       | 80                                       | V1.0                      | 100445  |
| Issues and Controversies in Sport, Culture and Society  | Core            | 20                 |                                  | 50       | 50       | 36                                       | V1.0                      | 100444  |
| Journalism Research Methods   | Core            | 20                 |                                  | 100      |          | 36                                       | V1.0                      | 100962<br>100444                                      |
| Sports World  | Core            | 20                 |                                  | 60       | 40       | 80                                       | V1.0                      | 100445  |
| Global Current Affairs  | Option          | 20                 |                                  | 50       | 50       | 40                                       | V2.0                      | 100489  |
| 21 <sup>st</sup> Century Journalist   | Option          | 20                 |                                  | 100      |          | 36                                       | V1.0                      | 100445  |
| Photojournalism   | Option          | 20                 |                                  | 80       | 20       | 80                                       | V1.0                      | 100445<br>100063                                      |
| Shorthand 2   | Option          | Non-credit bearing | P/F                              |          |          | (2 hours per week)                       | V1.0                      | 100445  |
| <b>Progression requirements:</b> 120 credits at Level 5   |                 |                    |                                  |          |          |  |                           |   |
| <b>Please Note:</b> Shorthand is not a graduation requirement and therefore is not required to progress to Level 6.   |                 |                    |                                  |          |          |  |                           |   |
| <b>Exit qualification:</b> Level 5: Dip HE – 240 credits (120 ECTS credits)   |                 |                    |                                  |          |          |  |                           |   |
| <b>Compulsory placement:</b><br>For BA (Hons) Full Time Degree – a 4-week placement is compulsory and must be completed to achieve the Award. Students are advised to complete the 4-week placement prior to the start of Level 6 study. The placement, however, is not a progression requirement, so students can progress to Level 6 without completion at this stage.<br><br>For BA (Hons) Sandwich Degree – a minimum of 30-week placement is required to be undertaken between study at Level 5 and Level 6. |                 |                    |                                  |          |          |  |                           |   |

## Programme Specification – Section 1

| Year 3/Level 6  |                 |                    |                                     |          |          |  |                        |   |
|---|-----------------|--------------------|-------------------------------------|----------|----------|--|------------------------|---|
| Unit Name   | Core/<br>Option | No. of<br>Credits  | Assessment<br>Element<br>Weightings |          |          | Expected<br>Contact<br>hours per<br>unit | Unit Version<br>Number | HECoS Code<br>(plus balanced or major/<br>minor load) |
|   |                 |                    | Exam<br>1                           | Cwk<br>1 | Cwk<br>2 |  |                        |   |
| Major Multimedia Sports Project   | Core            | 40                 |                                     | 15       | 85       | 20                                       | V1.0                   | 100445  |
| Sports Journalism Dissertation  | Core            | 40                 |                                     | 100      |          | 20                                       | V1.0                   | 100444  |
| Converged Journalism  | Core            | 20                 |                                     | 50       | 50       | 64                                       | V1.1                   | 100445  |
| Professional Perspectives and Global Voices   | Core            | 20                 |                                     | 100      |          | 48                                       | V1.0                   | 100445  |
| Shorthand 3   | Option          | Non-credit bearing | P/F                                 |          |          | (2 hrs per week)                         | V1.0                   | 100445  |
| <b>Exit qualification:</b> Level 6: BA (Hons) – 360 credits (180 ECTS credits)  |                 |                    |                                     |          |          |  |                        |   |
| <b>Please Note: Shorthand is not a graduation requirement for this degree award</b>   |                 |                    |                                     |          |          |  |                        |   |
| For Full time UG award – 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a 4-week placement.                    |                 |                    |                                     |          |          |  |                        |   |
| For Full time sandwich award – 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a minimum of 30 weeks placement. |                 |                    |                                     |          |          |  |                        |   |
| <b>Full-time UG award:</b> BA (Hons) Multimedia Journalism  |                 |                    |                                     |          |          |  |                        |   |

## Programme Specification - Section 2

### AIMS OF THE DOCUMENT

The aims of this document are to:

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

### AIMS OF THE PROGRAMME

The aim of the programme is to equip students with the knowledge, skills and understanding they need to work in an industry which is multiplatform and increasingly digitally focused. Students are prepared for print, radio, mobile, data, social, TV and online roles in newspapers and magazines, websites, social media, audio or video. They are equipped to be sports and convergence specialists and trained to be agile enough to respond to new technologies and consumer/audience behaviours.

The programme aims to develop graduates who can produce sports journalism in a legally, ethically and critically-informed manner who also have developed understanding of key issues in journalism at a time of technological, structural and regulatory change. The degree aims to produce graduates who combine the critical faculties that derive from a traditional academic degree with the professional skills and flexibility needed to get the best jobs in journalism.

The degree has grown from the successful and respected BA Multimedia Journalism degree and similarly aspires to provide graduates who are digitally focused, innovative and critically aware. We aim to produce sports journalists who not only satisfy readers and employers but who seek to create new, diverse and creative ways of sports storytelling which engage readers via interactivity, social media, data journalism and data visualisation, web documentaries, blogs and apps. Students will be encouraged to innovate and experiment with new technologies, new platforms and new ways of getting a story across to a reader who might in turn engage with them as a citizen journalist. The scope of ambition for our journalists far exceeds the skills-based demands of the NCTJ and continues to be a key source of interest and communication with employers.

The programme aims to offer the vital core skills needed by professional journalists in an increasingly challenging 24hr rolling news environment. Indeed, the BAMMSJ students will share the same delivery as the BAMMJ students in L4 to ensure the best possible journalistic foundations are laid. From L5 onwards, the BAMMSJ students will be required to take bespoke and mandatory sports units.

The programme aims to promote the employability of our students. Students will be encouraged to showcase their sports journalism to the public from year 4 onwards via the externally-facing learning and teaching platform Buzz, via the online Rock website, via the campus radio station Nerve, via the campus magazine Nerve and via their own social media channels and websites. The students may also engage with Fresher, the in-house digital publishing project.

Importantly, the programme will encourage real world engagement via convergence news days and require extensive coverage of local sports including AFC Bournemouth and other clubs. Students will be required to report on a range of sports and acquire considerable knowledge about them.

The programme will align with professional requirements and scrutiny by the NCTJ; discussions have already commenced with the NCTJ and an accreditation visit provisionally agreed for February 2021. The BAMMJ programme has been held up as a gold standard course by the NCTJ; the sports degree aspires to achieve the same accolade.

Outcomes from this programme are: high employability figures for our students; adaptable students prepared for a career path which will be ever evolving; students with the academic skills needed for lifelong learning; critically aware and questioning students; and a proud alumni who feed back into the course sharing their experience, knowledge and contacts, most visibly at the annual Journalism Careers Forum at Bournemouth.

## Programme Specification - Section 2

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The BA Multimedia Sports Journalism degree is informed by the BU2025 Strategy of Fusion, in that students are offered a programme that is linked to practice and industry and informed by the latest research. In further accordance with Fusion, this degree also offers students the opportunity to graduate with a degree that makes them highly employable since they have both research and sports industry experience.

In addition, BU2025 values are integral to the degree. The staff will continue to strive for excellence in how we work and support students; we will continue to value and respect diversity; we will continue to be imaginative, innovative and creative (hence incorporation of new innovative units); and we will continue to take responsibility for our actions. Indeed, the BAMMJ degree already leads the way with sustainability. The BAMMJ degree was the first journalism degree to offer the BAFTA Albert *The Applied Skills for a Sustainable Media Industry Certificate*; the first students graduated in 2020. We will continue this valuable work with the new BAMMSJ degree.

### LEARNING HOURS AND ASSESSMENT

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

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

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

Specific to BA Multimedia Sports Journalism, most units are worth 20 credits with the the L6 Major Multimedia Sports Project and Sports Dissertation worth 40 credits each. This is compliant with the university's semester system.

### STAFF DELIVERING THE PROGRAMME

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

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

|  |  |
|--|--|
| <b>A: Subject knowledge and understanding</b><br><br>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of: | The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes: |
| <b>A1</b> Understand relevant theories, concepts and principles relevant to print, broadcast and online journalism.  | <b><u>Programme overview:</u></b>  |

## Programme Specification - Section 2

|  |  |
|--|--|
| <p><b>A2</b> Have a detailed knowledge and understanding of the historical, social, economic and political contexts within which sports journalists operate.</p> <p><b>A3</b> Place their professional journalistic knowledge within the regulatory and legal frameworks of the UK, and EU, including human-rights legislation.</p> <p><b>A4</b> Define problems and devise and evaluate possible solutions, and to solve both routine and unfamiliar problems in ethical dimensions and within professional codes of conduct.</p> <p><b>A5</b> Understand the multi-disciplinary nature of journalism and the need to apply knowledge from a range of subject areas.</p> <p><b>A6</b> Integrate evidence from a range of sources to support findings and hypotheses to produce a significant piece of original research into an aspect of journalism.</p> <p><b>A7</b> Have knowledge and understanding to be "reflective practitioners".</p> <p><b>A8</b> Understand how languages and images are used to inform, persuade, and form attitudes, and how news is manufactured.</p> <p><b>A9</b> Evaluate the dynamic interaction of journalism and society against a background of structural, regulatory, technological, social and economic change.</p> <p><b>A10</b> Show an understanding of the structure of UK local and central government and the economy relevant to journalism.</p> | <p><b>(Note: Full details of assessment strategies and methods for each of the three BAMMSJ Levels follows in next section)</b></p> <p>Central to our BAMMSJ and BAMMJ assessment strategy is the use of a diverse range of methods. External partners including examiners and industry professionals have noted the emphasis on core skills of journalism, technical skills, digital engagement and intellectual rigour assessed in multiple and innovative ways.</p> <p>The assessment methods used include timed news tests, critical essays, annotated bibliographies, fieldwork, individual and group presentations, reflective and peer assessment, industry pitches, multimedia poster campaigns, debate essays, a range of portfolios (content analysis, investigative, artefacts), online and multimedia artefacts (blogs, written articles, videos, podcasts, wikis), photo-essays, infographics.</p> <p>Our assessments are designed to address specific Intended Learning Outcomes, ensuring that there is a clear level-to-level progression. For example at Level 4, Broadcast 1 students are made familiar with classic competencies and practical skills in preparation for Broadcast Sports Journalism which extends these skills further into areas such as the production of broadcast sports packages. They also gain further experience of news days in Broadcast Sports Journalism which, in turn, prepares them for the L6 Converged Journalism unit.</p> |
| <p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>   | <p>Cross-unit synergies have been carefully considered. For example, Broadcast Sports Journalism intertwines with the L5 Sports World unit.</p>  |
| <p><b>B1</b> Evaluate critically and apply journalistic knowledge and skills flexibly and creatively to the changing demands of journalism.</p> <p><b>B2</b> Analyse and synthesise information.</p> <p><b>B3</b> Plan, execute and report on a project involving original research.</p> <p><b>B4</b> Integrate and evaluate information from a variety of sources.</p> <p><b>B5</b> Analyse critically published work in the field of journalism.</p>   | <p>Level 6 assessments are highly advanced; in more practical or creative units they require students to produce work of professional standard and often to engage with specific target markets and industry requirements, while in more academic units they require a level of debate and reflection that underpins the dissertation as well as their future progression to postgraduate study.</p> <p>The new BAMMSJ degree will benefit from an assessment strategy that will be extending the use of online submission and diverse forms of feedback via Turnitin. Overall, the assessment methods utilised in the framework are highly tailored to the pedagogic needs of each unit, while</p>  |
| <p><b>C: Practical skills</b></p>  |  |



## Programme Specification - Section 2

|   |   |
|---|---|
| <p>This programme provides opportunities for students to:</p>   | <p>adequately addressing the needs of the NCTJ and providing suitable preparation for the NCTJ professional examinations.</p> <p>Learning and teaching strategies and methods include lectures, seminars, directed reading, use of the VLE, peer learning, independent research etc.</p> <p>Assessment strategies and methods include practical work and assessment, timed work, coursework essays, dissertation, creation of multimedia projects/artefacts, pitches, presentations, news days etc.</p> <p><b>Please see below for full overview of how Programme meets full A-D ILOs at each Level</b></p> |
| <p><b>C1</b> Show proficiency in researching, writing, evaluating, and editing news and features</p>                              |   |
| <p><b>C2</b> Use appropriate technical skills to present, produce, and layout journalism</p>                                      |   |
| <p><b>C3</b> Show an understanding of the needs of various markets and audiences for journalism</p>                               |   |
| <p><b>C4</b> Prepare reports and presentations.</p>   |   |
| <p><b>C5</b> Present research findings in a range of effective and appropriate formats.</p>                                       |   |
| <p><b>C6</b> Make effective use of the relevant academic literature and other sources of information.</p>                         |   |
| <p><b>C7</b> Make effective use of IT and software packages relevant to the programme.</p>  |   |
| <p><b>D: Transferable skills</b><br/>This programme provides opportunities for students to:</p>                                   |   |
| <p><b>D1</b> Communicate effectively by oral, written and visual means.</p>   |   |
| <p><b>D2</b> Use digital technology including the Internet, a wide-range of software packages, and word processing.</p>           |   |
| <p><b>D3</b> Apply effective research skills</p>  |   |
| <p><b>D4</b> Apply shorthand skills</p>   |   |
| <p><b>D5</b> Work in collaboration with others, including staff and students.</p>   |   |
| <p><b>D6</b> Demonstrate problem solving skills and the flexible application of knowledge across a wide-range of disciplines.</p> |   |
| <p><b>D7</b> Identify and work towards targets for personal, career, and academic development.</p>                                |   |
| <p><b>D8</b> Be independent and reflective learners.</p>  |   |

## Programme Specification - Section 2

### LEVEL 4 CERTIFICATE OF HIGHER EDUCATION INTENDED LEARNING OUTCOMES

|   |  |
|---|--|
| <p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>  |
| <p><b>A1</b> - A knowledge of the principles and practice of journalism in print, broadcast and online media.</p> <p><b>A2</b> - Proficiency in the skills of gathering, evaluating, researching and producing news stories and features using written, audio and visual means.</p> <p><b>A3</b> - Awareness of professional social skills required in a news environment.</p> <p><b>A4</b> - Practical knowledge of the law as it applies to, and regulation of, the media.</p> <p><b>A5</b> - Understanding of the structure and role of national government.</p> <p><b>A6</b> - An understanding of social and cultural debates affecting journalism</p> <p><b>A7</b> - Acquired an understanding of the role of the different news media in contemporary society.</p> | <p>Core knowledge and understanding (A1-A7) are acquired through lectures, tutorials, workshops and group work activities. Students will be expected to generate and research original story ideas and use published sources to investigate practical and theoretical concepts.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>The assessment of knowledge is particularly sought through in-class tests (A1, A2, A3, A7), essays (A2, A4, A5, A6), , and analytical and practical projects by groups and individuals (A1, A2, A3).</p> |
| <p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>  |
| <p><b>B1</b> - Understand and evaluate critically basic journalistic knowledge and skills</p> <p><b>B2</b> - Research and review information, evidence or concepts from a range of sources</p> <p><b>B3</b> - Analyse new data and situations with guidance, using an appropriate range of techniques</p> <p><b>B4</b> - Analyse published and broadcast journalistic work</p> <p><b>B5</b> - Understand the role of the journalist within society, nationally and internationally</p>  | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Intellectual skills (B1-B5) are developed mainly through workshops, group work activities and lectures with tutorials offering personal guidance.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Intellectual skills (B1-B5) are assessed by coursework . Continuously assessed coursework provides students with the opportunity to demonstrate the development of basic journalistic knowledge and skills.</p>             |
| <p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>  |

## Programme Specification - Section 2

|   |  |
|---|--|
| <p><b>C1</b> - Learn how to use a range of digital editing, mixing and recording equipment appropriately and creatively</p> <p><b>C2</b> - Understand and develop basic research and news gathering skills</p> <p><b>C3</b> - Become aware of the different markets for journalism and understand how to respond to these with flexibility and creativity</p> <p><b>C4</b> - Develop an awareness and understanding of a journalist's professional conduct, responsibilities and duties</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Subject-specific skills (C1-C4) are promoted through lectures, workshops and group work activities.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Assessment of subject-specific skills (C1-C4) is via practical and written coursework, such as a portfolio of news artefacts in a range of media.</p>   |
| <p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>  |
| <p><b>D1</b> - Learn to manage their time and workload efficiently</p> <p><b>D2</b> - Work under pressure to meet deadlines</p> <p><b>D3</b> - Communicate effectively by oral, written and visual means</p> <p><b>D4</b> - Demonstrate creativity and initiative</p> <p><b>D5</b> - Develop appropriate practical skills, ranging from digital communication to shorthand</p> <p><b>D6</b> - Work effectively with others and independently</p>  | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Transferable Skills (D1-D6) are acquired through lectures, workshops and group work activities, and tutorials.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Transferable skills are embedded in all units at Level 4. Students engage in "live" newsroom-based activities (D1-D6). Key professional skills are continuously assessed and evaluated in both group projects and individual work.</p> |

### LEVEL 5 DIPLOMA OF HIGHER EDUCATION INTENDED LEARNING OUTCOMES

|   |   |
|---|---|
| <p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>A1</b> - An informed knowledge of the principles and practice of journalism in print, broadcast and on-line media.</p>                                  | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Knowledge and understanding (A1-A4) are further developed through lectures, tutorials, workshops and group work activities. Students will be expected to</p> |

## Programme Specification - Section 2

|  |   |
|--|---|
| <p><b>A2</b> - Near-professional skills in gathering, evaluating, researching and producing news stories and features using written, audio and visual means.</p> <p><b>A3</b> - A critical understanding of the role of the theoretical perspectives relating to the production of news, the generation of meaning through words and images, the main methods of media research, and the implications of globalisation on the profession and practice of journalism.</p> <p><b>A4</b> – A critical understanding of how to apply knowledge of media law, ethics and public affairs to practical journalistic work.</p> | <p>generate and research original story ideas and use published sources to investigate practical and theoretical concepts.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>The assessment of knowledge is sought through analytical and practical projects by groups and individuals (A1, A2, A3). Students are expected to display a thorough awareness of key ethical and professional concepts and their application through coursework (A4).</p>  |
| <p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>B1</b> - Understand and evaluate critically journalistic knowledge and skills</p> <p><b>B2</b> - Research and review information, evidence or concepts from a range of sources and apply them to the professional environment</p> <p><b>B3</b> – Apply in-depth analysis to new data and situations, using an appropriate range of techniques</p> <p><b>B4</b> - Analyse journalistic work and embrace new developments</p>  | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Intellectual skills (B1-B4) are developed mainly through workshops, group work activities and lectures with tutorials offering personal guidance. Students will be expected to engage in critical analysis of key journalistic theories and contemporary issues.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Intellectual skills (B1-B4) are assessed by coursework . Continuously assessed coursework across a range of platforms provides students with the opportunity to develop and strengthen their journalistic knowledge and skills.</p> |
| <p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>C1</b> - Use appropriately and creatively a range of digital editing, mixing and recording equipment.</p> <p><b>C2</b> - Operate successfully as a news-gatherer aware of when and how to check and follow-up leads.</p> <p><b>C3</b> - Demonstrate a critical understanding of the fundamentals of page design and layout, picture editing and desktop publishing.</p>  | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Subject-specific skills (C1-C3) are promoted through lectures, workshops and group work activities.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Assessment of subject-specific skills (C1-C3) is via continually-assessed coursework, such as news days.</p>   |

## Programme Specification - Section 2

|   |  |
|---|--|
| <b>D: Transferable skills</b><br><br>This level provides opportunities for students to:   | The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:   |
| <b>D1</b> - Demonstrate creative talents and problem-solving skills<br><br><b>D2</b> - Work effectively in teams and independently<br><br><b>D3</b> - Communicate effectively<br><br><b>D4</b> - Work under pressure to meet deadlines<br><br><b>D5</b> - Be reflective learners and analyse their strengths and weaknesses<br><br><b>D6</b> - Demonstrate appropriate practical skills | Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):<br><br>Transferable skills (D1-D6) are acquired through lectures, workshops and group work activities, and tutorials. Students are encouraged to undertake independent reading and to relate the concepts covered in Level 5. Regular feedback on assignments and in group work situations allow students to develop both their understanding and ability to communicate their ideas.<br><br>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):<br><br>Transferable skills are embedded in all units at Level 5 and in the placement. Students engage in “live” newsroom-based activities (D1-D6). Key professional skills and their development are continuously assessed and evaluated in both group projects and individual work. |

### LEVEL 6 BA (HONS) LEARNING OUTCOMES

|  |   |
|--|---|
| <b>A: Knowledge and understanding</b><br><br>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:   | The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:  |
| <b>A1</b> - A knowledge of the legal and regulatory framework across a multi-media range of journalism including print, radio, television and on-line<br><br><b>A2</b> - A knowledge of key aspects of the role of publishing and broadcasting in a modern society<br><br><b>A3</b> - Detailed knowledge and understanding of their chosen specialist areas, in subject and form<br><br><b>A4</b> - Detailed knowledge and understanding of a specific area of academic research related to journalism | Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):<br><br>At Level 6, students are expected to engage in practical projects and theoretical work to a standard required by professional journalists.<br><br>Knowledge and understanding (A1-A4) are secured at Level 6 by means of further lectures, tutorials, workshops and group work activities. Students will be expected to generate and research material in depth.<br><br>Assessment strategies and methods (referring to numbered Intended Learning Outcomes): |

## Programme Specification - Section 2

|  |   |
|--|---|
|  | The assessment of knowledge is by 100% coursework, including a dissertation (A4), major production projects (A1-A3), essays and reports (A1, A2).   |
| <b>B: Intellectual skills</b><br><br>This level provides opportunities for students to:  | The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:  |
| <b>B1</b> - Critical review, consolidation and extension of a systematic and coherent body of knowledge<br><br><b>B2</b> - The analysis of new data and situations with minimum guidance and using an appropriate range of techniques<br><br><b>B3</b> - The critical evaluation and review of information, evidence or concepts from a range of sources, in terms of their reliability, validity and significance<br><br><b>B4</b> - The incorporation of a critical ethical dimension in their work<br><br><b>B5</b> - The transformation of raw data and initial concepts towards a given purpose with minimum guidance<br><br><b>B6</b> - The exercise of appropriate judgment in a number of complex planning, design, technical and management functions related to journalistic and academic processes and products | Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):<br><br>Intellectual skills (B1-B6) are developed mainly through tutorials providing guidance for further individual study, focusing on the dissertation, and self-directed project work, which encourages original thinking. There are also lectures, workshops and group-work activities.<br><br>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):<br><br>Intellectual skills (B1-B6) are assessed by coursework. Continuously assessed coursework across a range of platforms provides students with the opportunity to consolidate their journalistic knowledge and skills to a professional level. B1, B3, B4 and B6 are assessed in the dissertation. B2-B6 are assessed by means of the major project. Analytical and evaluative ability (B1, B3, B4, B5) is assessed by essays and reports. |
| <b>C: Practical skills</b><br><br>This level provides opportunities for students to:   | The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:  |
| <b>C1</b> - Plan, produce and present projects demonstrating in depth journalism suitable to be published or broadcast in newspapers, magazines, TV, radio and on-line environments<br><br><b>C2</b> - Create and evaluate original research and relate to prior work with appropriate references<br><br><b>C3</b> - Be aware of the changing professional demands of journalism and how to respond to these with flexibility and creativity<br><br><b>C4</b> - Demonstrate a detailed understanding of social and cultural debates affecting journalism   | Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):<br><br>Subject-specific skills (C1-C7) are promoted through lectures, workshops and group work activities. Tutorials are also a key part of the learning and teaching strategy, providing advice and guidance for students to manage their own project work.<br><br>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):<br><br>Assessment of subject-specific skills (C1-C7) is via continually-assessed coursework, such as news days and major project work. The application of key professional skills is assessed via a placement report and evaluation of the contributions made by visiting speakers.  |

## Programme Specification - Section 2

|   |   |
|---|---|
| <p><b>C5</b> - Manage their professional conduct and plan their career development in relation to the duties and responsibilities of a journalist</p> <p><b>C6</b> - The use of highly specialised production skills in publishing and broadcasting</p>   |   |
| <p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>D1</b> - Undertake self-management and personal organisation</p> <p><b>D2</b> - Work under pressure to meet deadlines</p> <p><b>D3</b> - Communicate effectively</p> <p><b>D4</b> - Demonstrate creative flair, problem-solving skills and the application of knowledge in their chosen specialist areas</p> <p><b>D5</b> - Possess appropriate practical skills, ranging from digital communication to shorthand</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Transferable skills (D1-D5) are acquired through lectures, workshops and group work activities, and tutorials. Students are expected to manage their own project work under the guidance of lecturers.</p> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Transferable skills are embedded in all units at Level 6. Employability is a key tenet of the Level 6 experience and D1-D5 are assessed by means of in-depth written work (dissertation), major project work produced to professional standard and the evaluation of work placements.</p> |

## Programme Specification - Section 2

### ADMISSION REGULATIONS

Due to industry body requirements there is a heightened IELTS requirement for this programme. Please refer to the course website for further information regarding admission regulations for this programme: [Courses | Bournemouth University](#).

### PROGRESSION ROUTES

There are no progression arrangements for the programme at this time.

### ASSESSMENT REGULATIONS

The assessment regulations for this programme are the University's Standard Undergraduate Assessment Regulations. Regulations for UG taught programmes are here:

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

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

For the BA (Hons) Full Time 3-year award, graduation is conditional on completing a four-week placement. Placement is not defined as a credit-bearing unit and the requisite four weeks can be commenced in L4. Students are advised to complete placement before entry into L6 to ensure full engagement with the two showpiece L6 artefacts – the Major Multimedia Project and Dissertation.

Placement is assessed on a pass/fail basis using a logbook and employer appraisal. Students must have completed their placement before the final Assessment Board.

To complete a placement students must:

- Complete four weeks satisfactory work placement at a journalism outlet or agreed company
- Complete the placement logbook satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the Placement Development Advisor and the student.

Alternatively, students have the option of undertaking a sandwich degree by completing a minimum 30-week placement between Levels 5 & 6, after which they would return to complete their studies the following year.



## Programme Specification - Section 2

### PROGRAMME SKILLS MATRIX

| UNITS   |  | A 1 | A 2 | A 3 | A 4 | A 5 | A 6 | A 7 | A 8 | A 9 | A 10 | B 1 | B 2 | B 3 | B 4 | B 5 | C 1 | C 2 | C 3 | C 4 | C 5 | C 6 | C 7 | D 1 | D 2 | D 3 | D 4 | D 5 | D 6 | D 7 | D 8 |
|---------|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| LEVEL 6 | Major Multimedia Sports Project                        |     |     | x   | x   |     |     |     | x   |     |      | x   | x   | x   | x   | x   | x   | x   | x   | x   |     | x   | x   | x   |     | x   | x   |     | x   |     | x   |
|         | Sports Journalism Dissertation                         | x   | x   |     | x   |     | x   | x   | x   | x   |      |     | x   | x   | x   | x   |     |     |     | x   | x   | x   |     | x   | x   | x   |     |     | x   |     | x   |
|         | Converged Journalism                                   | x   |     | x   | x   | x   |     |     |     |     |      | x   | x   | x   | x   | x   | x   | x   | x   |     |     | x   | x   | x   | x   | x   | x   |     |     |     | x   |
|         | Professional Perspectives & Global Voices              |     |     |     |     |     |     | x   | x   | x   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | x   |     |
|         | Placement  |     |     |     |     |     |     | x   |     |     |      |     |     |     |     |     |     |     |     |     |     | x   |     |     |     |     |     |     |     | x   | x   |
|         | Shorthand  |     |     |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| LEVEL 5 | Broadcast Sports Journalism                            | x   | x   | x   | x   | x   |     |     | x   | x   |      | x   | x   | x   | x   |     | x   | x   | x   |     |     |     | x   |     |     | x   | x   | x   | x   |     |     |
|         | News and Storytelling 2                                | x   | x   | x   | x   | x   |     |     |     | x   |      | x   | x   | x   | x   | x   | x   | x   | x   |     |     |     | x   |     |     | x   | x   | x   | x   |     |     |
|         | Issues and controversies in sport, culture and society | x   | x   | x   | x   | x   | x   | x   |     | x   |      | x   | x   | x   | x   | x   |     |     |     | x   |     | x   | x   | x   | x   | x   | x   |     | x   |     | x   |
|         | Journalism research methods                            | x   | x   | x   | x   | x   | x   | x   |     | x   |      | x   | x   | x   | x   | x   |     |     |     | x   |     | x   | x   |     |     | x   |     |     |     |     | x   |
|         | Global Current Affairs (Option)                        | x   | x   | x   | x   | x   | x   | x   |     | x   |      |     |     |     |     | x   |     |     |     |     |     | x   |     |     |     | x   |     |     |     |     | x   |
|         | Photojournalism (Option)                               | x   | x   | x   | x   | x   |     | x   | x   | x   |      | x   | x   | x   | x   | x   |     | x   | x   |     |     |     |     |     | x   | x   | x   |     | x   |     | x   |
|         | 21 <sup>st</sup> Century Journalist (Option)           | x   | x   | x   | x   | x   |     |     | x   | x   |      | x   | x   | x   | x   | x   | x   | x   | x   | x   |     |     | x   | x   | x   | x   | x   | x   |     | x   |     |
|         | Sports World   | x   | x   | x   | x   | x   |     |     |     | x   |      | x   | x   | x   | x   | x   | x   | x   | x   |     |     |     | x   |     |     | x   | x   | x   | x   |     |     |
| LEVEL 4 | Shorthand  |     |     |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|         | News and Storytelling                                  | x   | x   | x   | x   | x   |     |     |     | x   |      | x   | x   | x   | x   | x   | x   | x   | x   |     |     |     | x   |     |     | x   | x   | x   | x   |     |     |
|         | Broadcast Journalism                                   | x   | x   | x   | x   | x   |     |     | x   | x   |      | x   | x   | x   | x   | x   | x   | x   | x   | x   |     |     | x   |     |     | x   | x   | x   | x   |     |     |
|         | Journalism and Society                                 | x   | x   | x   | x   | x   | x   | x   |     | x   | x    |     | x   |     |     | x   |     |     |     | x   |     | x   |     |     |     | x   |     |     |     |     | x   |
|         | Research for journalism                                | x   | x   | x   | x   | x   | x   | x   |     | x   |      | x   | x   | x   | x   | x   | x   | x   | x   | x   |     |     | x   | x   |     | x   | x   |     | x   |     | x   |
|         | Media Law  | x   |     | x   | x   | x   | x   |     |     | x   |      |     | x   |     |     |     |     |     |     |     |     |     | x   |     |     |     | x   |     |     |     |     |
| LEVEL 3 | Digital Storytelling                                   | x   | x   | x   | x   | x   |     |     |     | x   |      | x   | x   | x   | x   | x   | x   | x   | x   |     |     |     | x   |     |     | x   | x   | x   | x   |     | x   |
|         | Shorthand  |     |     |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |

## Programme Specification - Section 2

|  |   |
|--|---|
| <p><b>A – Subject Knowledge and Understanding</b><br/>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <p><b>A1</b> Understand relevant theories, concepts and principles relevant to print, broadcast and online journalism.</p> <p><b>A2</b> Have a detailed knowledge and understanding of the historical, social, economic and political contexts within which journalists operate.</p> <p><b>A3</b> Place their professional journalistic knowledge within the regulatory and legal frameworks of the UK, and EU, including human-rights legislation.</p> <p><b>A4</b> Define problems and devise and evaluate possible solutions, and to solve both routine and unfamiliar problems in ethical dimensions and within professional codes of conduct.</p> <p><b>A5</b> Understand the multi-disciplinary nature of journalism and the need to apply knowledge from a range of subject areas.</p> <p><b>A6</b> Integrate evidence from a range of sources to support findings and hypotheses to produce a significant piece of original research into an aspect of journalism.</p> <p><b>A7</b> Have knowledge and understanding to be "reflective practitioners".</p> <p><b>A8</b> Understand how languages and images are used to inform, persuade, and form attitudes, and how news is manufactured.</p> <p><b>A9</b> Evaluate the dynamic interaction of journalism and society against a background of structural, regulatory, technological, social and economic change.</p> <p><b>A10</b> Show an understanding of the structure of UK local and central government and the economy relevant to journalism.</p> | <p><b>C – Subject-specific/Practical Skills</b><br/>This programme provides opportunities for students to:</p> <p><b>C1</b> Show proficiency in researching, writing, evaluating, and editing news and features</p> <p><b>C2</b> Use appropriate technical skills to present, produce, and layout journalism</p> <p><b>C3</b> Show an understanding of the needs of various markets and audiences for journalism</p> <p><b>C4</b> Prepare reports and presentations.</p> <p><b>C5</b> Present research findings in a range of effective and appropriate formats.</p> <p><b>C6</b> Make effective use of the relevant academic literature and other sources of information.</p> <p><b>C7</b> Make effective use of IT and software packages relevant to the programme.</p> <p><b>C8</b> Use Teeline shorthand.</p> |
|--|---|

## Programme Specification - Section 2

|  |   |
|--|---|
| <p><b>B – Intellectual Skills</b><br/>This programme provides opportunities for students to:</p> <p><b>B1</b> Evaluate critically, and apply journalistic knowledge and skills flexibly and creatively to the changing demands of journalism.</p> <p><b>B2</b> Analyse and synthesise information.</p> <p><b>B3</b> Plan, execute and report on a project involving original research.</p> <p><b>B4</b> Integrate and evaluate information from a variety of sources.</p> <p><b>B5</b> Analyse critically published work in the field of journalism.</p> | <p><b>D – Transferable Skills</b><br/>This programme provides opportunities for students to:</p> <p><b>D1</b> Communicate effectively by oral, written and visual means.</p> <p><b>D2</b> Use digital technology including the Internet, a wide-range of software packages, and word processing.</p> <p><b>D3</b> Apply effective research skills</p> <p><b>D4</b> Apply shorthand skills</p> <p><b>D5</b> Work in collaboration with others, including staff and students.</p> <p><b>D6</b> Demonstrate problem solving skills and the flexible application of knowledge across a wide-range of disciplines.</p> <p><b>D7</b> Identify and work towards targets for personal, career, and academic development.</p> <p><b>D8</b> Be independent and reflective learners.</p> |
|--|---|

