

Programme Specification

Award and title: BA (Hons) Creative Writing and Media

<i>School:</i>	Humanities
<i>Subject area:</i>	Creative Writing and Media
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	N/A
<i>Exit awards:</i>	Certificate of Higher Education Creative Writing and Media Diploma of Higher Education Creative Writing and Media BA (Ord) Creative Writing and Media
<i>UCAS code / GTTR / other:</i>	WP83
<i>Joint Honours combinations:</i>	N/A
<i>QAA subject benchmark statement(s):</i>	Creative Writing / Communication, Media, Film and Cultural Studies
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for full time / part time
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes
<i>Excluding a year-long placement</i>	Yes

Introduction and special features

Joint Honours programmes give students the opportunity to combine two subjects from a range of areas in a structured way. The selected pairings are designed to complement one another and allow you to have a significant amount of choice and flexibility in relation to your learning experience. In addition, Joint Honours will engage you in a range of learning and teaching experiences and assessment opportunities.

The Media programme's underlying philosophy to 'think critically, write creatively' presents the Creative Writing and Media student with an opportunity to consider transitions from the critical thinking to creative practice and undertake assessment tasks that follows up work undertaken in Media (particularly on

¹ The standard period of study will apply unless otherwise stated; ; please refer to the Regulations for Undergraduate Awards <https://www.yorks.ac.uk/policies-and-documents/regulations/> for information on standard periods of study

modules such as Writing the Media). Media and Creative Writing is designed to provide students with a comprehensive knowledge of Media and its key aspects with an emphasis on Creative Writing and its potential to communicate complex ideas to different audiences and through diverse platforms. Neutral magazine provides an ideal environment where Creative Writing and Media students can showcase their work and present their outputs to a public audience.

Creative Writing

Creative Writing is a thriving subject area at York St John University (YSJU), with a growing undergraduate programme and a large postgraduate community. Exploration of a wide range of literary forms and genres and the production of original creative writing is at the heart of Creative Writing. York St John takes a specific approach which recognises it as a practice-based subject underpinned by a critical understanding of literature. As a Creative Writing student, you will benefit from the opportunity to create original works, experiment with a range of forms and genres, and develop your writing in a supportive and inspiring environment. At the same time, you will study literature in a range of contexts and learn to become a sophisticated reader of texts, which in turn will inform your own writing. The degree develops your creative and analytical skills in line with the University's Work-Related Experiential Framework (which ensures courses integrate real-world work experience and practical professional skills into modules). You will become a confident, independent learner and practitioner with enhanced creativity and a range of transferrable skills.

The teaching team for Creative Writing are acclaimed, published writers and critics, who are also active scholars with a range of research specialisms. The teaching on our programme is supported by a wealth of practical experience and expertise in the theoretical, social and cultural contexts of writing. The programme is further enhanced by a range of visiting writers and literary professionals, whose masterclasses and events offer you an opportunity to engage with the wider world of the professional writer. The subject area has strong links with the York Literature Festival, and we host major public events each year, with students often having the opportunity to study and then learn directly from writers appearing at the Festival. Students have the opportunity to get involved in a range of events and extra-curricular activities each year. At York St John University, you will be part of vibrant community in which you can fulfil your own creative, academic and professional ambitions

Media

With the media modules you will undertake on this pairing, if you aspire to engage your community and the world through media, research and creative input then this is the joint honours degree for you. Key aspects of the programme are:

- An exploration of the 'de-colonialization' of Media Studies which offers views of the media in a global context.
- A commitment to exploring power relationships in contemporary media; the ways in which media are central to some of the burning social and ideological issues of our time (e.g. environmental sustainability, globalisation, perspectives of national identity).
- A creative and analytical immersion with technologies, project management and communication skills, resulting in opportunities for you to raise your profile as an employable graduate in the media and creative industries.

A number of exciting initiatives you will experience include:

1. The integration of our Neutral project as an e-publication driven by the talent and dedication of our students.
2. Excursions, events and possible field trips allow you to explore the world of media cultures outside the university.
3. Dedicated mentoring across levels from professional designers (including our own programme dedicated member of staff) and experts who will help you to develop your technical ability and

creative capacities. We will help cultivate your skills to help enhance your future chances of employment.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
CRW4006M	4	1	Forms of Narrative	20	C	X
CRW4007M	4	1	Being a Writer	20	C	X
MED4005M	4	1	Media, Culture and Society	20	C	X
CRW4009M	4	2	Writing to Order	20	C	X
MED4002M	4	2	Critical Perspectives	20	C	X
MED4007M	4	2	Mediated Identities	20	C	X
In Level 5 you must study 60 credits in each subject (60 credits in modules starting with CRW/LIT and 60 credits in modules starting with MED/FIL)						
You must choose either CRW5006M or CRW5007M						
CRW5006M	5	1	Writing Fiction	20	O	X
CRW5007M	5	1	Writing Reality: Creative Non-Fiction	20	O	X
You must choose 40 credits from the following						
MED5001M	5	1	Culture, Controversy and Media	20	O	X
MED5002M	5	1	Music and Media	20	O	X
LIT5002M	5	1	Adaptations	20	O	X
FIL5005M	5	1	Imaginary Worlds: Researching Science Fiction	20	O	X
MED5003M	5	1	Visual Culture	20	O	X
Work related learning (WRL) modules: You must choose either CRW5008M or MED5004M						
CRW5008M	5	2	Working With Words: Publishing and Performance	20	O	X
MED5004M	5	2	Media Enterprise	20	O	X
You must choose either CRW5009M or CRW5010M						
CRW5009M	5	2	Writing Poetry	20	O	X
CRW5010M	5	2	Scriptwriting	20	O	X
You must choose either MED5005M or MED5006M						
MED5005M	5	2	Life Online	20	O	X
MED5006M	5	2	Globalisation, Media and Sustainability	20	O	X
In Level 6 you must choose a 40 credit Dissertation module and an additional 40 credits in each subject (40 credits in modules starting with CRW and 40 credits in modules starting with MED/FIL)						
You must choose either MED6001M or CRW6005M						
CRW6010M	6	1&2	Creative Writing Dissertation Project	40	O	NC
MED6001M	6	1&2	Dissertation	40	O	NC
You must choose either CRW6007M or CRW6008M						
CRW6007M	6	1	Writing Genres	20	O	X
CRW6008M	6	1	Contemporary Writing: Innovation and Experimentation	20	O	X
You must choose either MED6002M or FIL6001M						

MED6002M	6	1	Futures	20	O	X
FIL6001M	6	1	Animations	20	O	X
CRW6009M	6	2	Literary and Publishing Cultures Now	20	C	X
You must choose either MED6005M or MED6006M						
MED6005M	6	2	Media Spaces	20	O	X
MED6006M	6	2	Gender and Sexualities: Issues and Debates	20	O	X

*The dissertation can be taken in either subject.

You must take 60 credits in each of your subjects at Levels 4 and 5. At Level 6, you must take 40 credits in each subject and a 40 credit Dissertation/Capstone module.

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

Creative Writing

Programme aim(s)

The programme aims to:

- help you to become a better writer and a more informed reader;
- support you in understanding and analysing the connections between your own work and its literary and cultural contexts;
- provide you with an introduction to the creative industries and provide opportunities for the development of your professional skills;
- provide a supportive learning environment that meets the needs of a diverse set of learners;
- promote and develop a vibrant creative writing community as part of the York Centre for Writing through events, workshops and visiting speakers, and through partnerships with local and national arts organisations.
- support students in developing a range of transferable skills to equip them for employment and lifelong learning

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

- 4.1 Demonstrate the development of a creative practice in the generation of original written works
- 4.2 Create and utilise constructive feedback, as part of a process of editing and revision
- 4.3 Demonstrate an understanding of literary form and historical tradition
- 4.4 Reflect with insight on relevant contexts for their own creative practice
- 4.5 Plan and create writing to a brief in professional or other contexts
- 4.6 Employ research to develop their creative work and to inform their reflective process

Level 5

- 5.1 Create and revise effective works of creative writing in specific forms
- 5.2 Apply an understanding of the importance of audience and register in producing writing for a particular readership
- 5.3 Employ the expressive, imaginative and affective resources of language and story, including structure and form
- 5.4 Reflect critically on a wide range of creative and cultural contexts for the production and consumption of writing
- 5.5 Demonstrate a critical awareness of the historical precedents and the contemporary dimensions of particular literary forms and genres

Level 6

- 6.1 Create written work that shows sophistication in thought and expression
- 6.2 Analyse their creative practice in relation to contemporary creative and academic contexts
- 6.3 Demonstrate a comprehensive knowledge of genre traditions and formal conventions in relation to their own work
- 6.4 Apply critical insight and theoretical perspectives to literary works
- 6.5 Critically evaluate issues of proficiency, innovation and experimentation in relation to their own work
- 6.6 Demonstrate a critical understanding of the significance of editing work over successive drafts, both independently and in discussion with tutors and fellow students through peer review
- 6.7 Design, plan and undertake independent research to devise an original piece of creative writing that demonstrates an in-depth understanding of particular literary form(s) and genre(s)

Learning, teaching and assessment

Creative Writing at YSJU is a practical and hands-on subject and your learning will be structured around a dynamic engagement with texts, as a writer and a reader. The programme structure will allow you to choose increasingly specialised modules to suit your writerly interests: every module and each level of study is designed to help you develop and refine a set of skills uniquely suited to your goals. The emphasis on the relationship between a wide range of creative, critical and professional skills - between reading and writing, listening and sharing, ideas and practice - defines our programme.

At each level of study, new and more advanced skills will be introduced and strengthened through continual practice. These fall into three broad, but interlinked 'skillsets' of creative, critical and professional skills. The first involves the composition skills, techniques and craft you might expect from a degree in writing. Creative skills also include things like editing, creative problem-solving and the development of different creative projects. These are aided by critical thinking: your ability to analyse texts within theoretical and historical contexts, conduct research, and reflect critically upon your creative process will all be strengthened. Finally, you will develop professional skills by learning to work to specific briefs and deadlines, developing oral and written communication, and moving between self-management and effective teamwork. You will also have the chance to work on real-life publishing projects and get involved with literary events. All three of these skillsets are nurtured in conjunction with one another and throughout the degree.

In practical terms, your learning will involve a combination of working in timetabled classes, individual study, group work and one-to-one meetings with tutors. Within classroom-time, a typical week involves a range of settings. A large group session in a lecture hall will often be accompanied by smaller groups for seminars or workshops; and those sessions often involve even smaller group work for more focused discussion and feedback. The 'workshop' setting is an important and distinctive feature of creative writing study. As a traditional model for the study of writing, there are a number of ways a writing workshop might be set up or run. In the simplest terms, we think of it as a place where new work is created and shared. Your development as a writer will be inseparable from your development as a critic and reader, and your ability to offer constructive feedback is as important as your ability to take it on-board.

There are no exams, and your Creative Writing degree will be assessed through coursework. Across the degree, assignments come in a range of forms, to encourage the development of different writerly skills. The two most common modes of assessment, which are often linked, are the Creative Portfolio and Contextual Reflection. Many modules will require you to submit a portfolio of creative work for assessment. The writing for these portfolios will be compiled throughout the semester, from weekly assignments within and outside the classroom. This will allow you to choose from your drafts which pieces of writing you wish to develop and perhaps expand for inclusion in your portfolio. The Contextual Reflection is your chance to reflect on the aims and process of writing your portfolio work, and to relate what you have written to the material covered by the module as well as to other contexts that are important to you as a writer. This may mean discussion of sources of literary traditions and form, inspiration or research, or consideration of audience and genre. In every case, it means reflecting seriously and critically upon the creative process and the work you have done towards producing the portfolio.

We offer lots of opportunities for you to learn outside the classroom. The York Centre for Writing is a hub for exciting writing events, projects and publications, and we collaborate with regional independent publishers Valley Press, the York Literature Festival, and other community partners. Visitors include successful writers (including Simon Armitage, Jackie Kay, Fiona Mozley, Julia Armfield, and Lemn Sissay) as well as industry specialists: publishers, editors, agents, publicity experts and literary organisers and activists. For those wishing to continue to study Creative Writing, we have a thriving postgraduate community, and offer Creative Writing at MA, MFA and PhD level.

Media

Programme aim(s)

- To encourage students to develop an informed and critical understanding of key themes and debates within Media and Communications
- To enhance students' development as independent learners and media scholars
- To support students in developing a range of transferable skills to equip them for employment and lifelong learning
- To develop an ability to reflect critically on the process of researching, writing, analysing, and forming an academic argument
- To provide a supportive learning environment that meets the needs of a diverse set of learners
To enhance students' development of appropriate skills in communication, analysis, collaboration, research, and self-management

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

- 4.1 Gather and organise information from recommended sources in the discipline of Media and Communication.
- 4.2 Identify and practice the key elements (e.g. essay writing, portfolio building, presentation, etc.) for both short-term and long-term academic development.
- 4.3 Demonstrate awareness of foundational conceptual, theoretical and historical perspectives relating to Media and its cultural contexts.
- 4.4 Demonstrate competence in the analysis and evaluation of a range of Media texts.
- 4.5 Consider and evaluate some of the relevant skills and learning requirements for working independently and in groups.
- 4.6 Communicate effectively using a range of key skills appropriate for the audience and purpose.

Level 5

- 5.1 Demonstrate a critical understanding of the key theories and concepts relating to the study of Media and Communication.
- 5.2 Critically analyse data and information relevant to study Media and Communication.
- 5.3 Demonstrate effective research skills and methodologies in preparation for dissertation level study.
- 5.4 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences.
- 5.5 Make appropriate selections of materials and use them analytically and critically in the exploration of Media.
- 5.6 Demonstrate professional and career skills, and utilise key skills in the context of work-related learning.

Level 6

- 6.1 Apply the appropriate application of advanced research skills.
- 6.2 Deploy accurately established techniques of analysis and enquiry to the key conceptual strands of the degree; Transnational Media, Media and Power; Media in the Creative Industries; Media and Identity.
- 6.3 Demonstrate and apply independence, innovation and entrepreneurial skills in both employability focused and academic practices.
- 6.4 Devise and sustain arguments, assumptions and abstract concepts and effectively engage with such matters as a critical thinker.

- 6.5 Apply a complex understanding of subject-relevant information, ideas and arguments effectively to specialist and non-specialist audiences.
- 6.6 Synthesise and apply complex theoretical perspectives and concepts to a range of situations and issues relevant to Media and Communication studies.

Learning, teaching and assessment

Throughout the BA (Hons) Creative Writing and Media Joint Honours programme, your learning will be structured so that your knowledge and skills are continually developed across the three levels of study. The study of Media at York St John University combines critical engagement with hands-on practice, equipping you with both theoretical insight and creative proficiency.

Throughout the degree, you will explore the evolving role of media in society, engaging with themes such as representation, identity, power, and globalisation. Teaching is research-led, introducing key theoretical debates while also developing practical skills in some media production, digital storytelling, and critical analysis. The programme fosters independent thinking and encourages you to examine the media industries, their ethical responsibilities, and their cultural impact.

Learning takes place through lectures, seminars, workshops, and where possible, field trips. Lectures introduce core theories and concepts, while seminars allow you to engage in debate and refine their perspectives. Workshops and practical sessions provide hands-on experience with industry-standard tools, enabling you to experiment with visual storytelling and digital content creation. Guest lectures and field trips offer real-world and/or industry insights, bridging the gap between academic study and professional practice.

Assessment is varied and designed to develop a broad range of analytical and creative skills. You will produce essays and research papers that apply theoretical frameworks to contemporary media issues, alongside practical portfolios that might include digital media projects, podcasts, or visual essays. This is enhanced by three distinct features:

- Research informed teaching where experts in their subjects will work with you and develop your knowledge
- A schedule of tutorial support where you will gain advice and guidance on how to progress academically
- Technology enhanced programme instruction from experts that will help you to learn how to use media as a critical and creative tool

Moreover, interactive projects allow you to engage with new and emerging media formats, developing both communication and technical skills. By the final year, students will undertake an independent research project or dissertation in an area aligned with their interests and career aspirations.

This blend of critical study, creative practice, and professional development ensures that graduates are well-prepared for careers in journalism, digital marketing, media production, content creation, and other creative industries. You will leave the programme equipped with the knowledge, skills, and confidence to navigate an ever-changing media landscape.

Progression and graduation requirements

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Freedom of Speech Code of Practice](#)
- [The University's Approach to Dignity and Respect](#)

Date written / revised:

Programme originally approved: