

Programme specification

BA (Hons) Media Production: Journalism

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YORK
ST JOHN
UNIVERSITY

<i>School:</i>	School of Performance and Media Production
<i>Entry in:</i>	2019 in: 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>	Not applicable
<i>Exit awards:</i>	BA (Ord) Media Production: Journalism Diploma of Higher Education Media Production: Journalism Certificate of Higher Education Media Production
<i>UCAS code / GTTR / other:</i>	P3L2
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA benchmark group(s):</i>	Communication, media, film and cultural studies (2008)
<i>Mode/s of study:</i>	Full-time for 3 years Part-time for 6 years
<i>Language of study:</i>	English

Introduction and special features

Journalism is one of today's fastest moving industries, but at its heart lies the unchanging ability to tell a good story. This course will give you the multimedia skills – in digital, broadcast and print – that will give you the edge in this exciting and important industry, and enable you to tell your stories to the widest possible audience. No two days will ever be the same in journalism, and this course will provide the springboard to launch you into a career that embraces all facets of life – from politics to fashion, business to sport, and travel to the arts.

You will learn how to find stories, make contacts and to draw stories out of others. We'll enable you to develop different ways of telling your story for diverse audiences, using the full range of tools in today's digital world – blogs, images, text, video, audio, apps and social media. You will learn studio production techniques for news, working to produce TV and radio news during live production days, and to a real deadline. You will also produce a magazine and can specialise in a medium of your choice in level 6.

All these skills will be underpinned by knowledge of the law, ethics and regulations. The emerging skills of the 'MoJo' – the mobile journalist using smartphones and apps – will play an important role in the course.

The strength of our course lies in the fact that we make everything you do industry-facing. For example, you will work on live newdays to real deadlines, and we invite practitioners in to help guide you and prepare you for industry. With a longstanding reputation in film and television production, plus design expertise within our Faculty, we are well placed to provide you with the 360° production skills you'll need.

The course isn't all practical, however. We want you to engage with the context, history and theories of media that underpin our practice because we know that this will help make you a more rounded practitioner, one who can blend theory with practice, the critical with the creative. We also know that employers highly value critical thinking skills.

So our aim is to produce creative, flexible practitioners who can produce and promote their work to reach the widest audience. Our industry contacts will give you vital insights into getting work in the industry. You will have the opportunity to publish to an external audience via our website and our online magazine, Neutral, giving you valuable experience for your CV and

putting you ahead in a competitive employment world. You can also take advantage of our Study Abroad option in Semester 2 of level 5 to broaden your experience in another country.

Admissions criteria

You must meet the University's general entry criteria for [undergraduate/postgraduate](#) study. In addition, you must have a minimum Grade B or equivalent at English GCSE.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <http://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements.aspx>). You will need to meet IELTS level 6. All applicants will need to demonstrate confident written English skills through the application and personal statement.

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#). We also consider applications for entry with advanced standing.

Non-standard applicants will be considered on a case-by-case basis.

Programme aims

Journalism has the following subject specific programme aims. It aims to enable the student to:

- Develop a strong grounding in a range of journalism craft skills covering online, video, audio and print;
- Tell an accurate, compelling factual story using a range of media and based on original sources;
- Explore the possibilities of mobile journalism and apply these in the practice of newsgathering and publication;
- Understand the diverse needs of different media consumers and apply that in practice;
- Develop a rich critical and historical understanding of debates around media in order to create a deeper understanding of the student's own practice and that of others;
- Investigate the ways in which the media have shaped (and continue to shape) our society and how our society in turn shapes the media;
- Be creative, critical and analytical thinkers and to apply these skills to a range of tasks and situations;
- Enhance skills in communication, collaborative team-work, self-management, project management and creative problem-solving in order to operate effectively in a diverse employment market;
- Adopt an entrepreneurial approach to their practice and future career - an approach grounded in an understanding of the ways media industries are evolving;
- Operate safely and legally as media practitioners, and with a sound understanding of the ethics of their industry.

Programme learning outcomes

FHEQ L4

- 4.1 Demonstrate sound knowledge of the basic concepts in the production of video, audio and online media artefacts;
- 4.2 Communicate ideas effectively in written, verbal and visual form;
- 4.3 Demonstrate an understanding of core academic skills including research, critical analysis and good academic practice;
- 4.4 Discuss today's media practice in its historical context;
- 4.5 Identify relevant ethical boundaries and appropriate health and safety protocols;
- 4.6 Work individually and collaboratively in the production of media artefacts.

FHEQ L5

- 5.1 Devise and produce content appropriate to a range of broadcast and online journalism formats;
- 5.2 Apply a critical knowledge of reporting conventions to produce news stories for specified audiences and to deadlines;
- 5.3 Employ appropriate research skills and scholarly conventions;
- 5.4 Critically analyse contemporary media industries and issues related to employment within that sector;
- 5.5 Identify and comply with journalism ethics, legal and regulatory codes, as well as professional health and safety standards;
- 5.6 Reflect on the challenges relating to independent and collaborative working methods;
- 5.7 Demonstrate a critical understanding of different media genres and debates.

FHEQ L6

- 6.1 Devise and produce content appropriate to a magazine format (print and online);
- 6.2 Operate as entrepreneurs in relation to the promotion, marketing and distribution of work to specified audiences;
- 6.3 Design and conduct independent research using appropriate methodologies;
- 6.4 Critically evaluate their own skills and knowledge in relation to employability in media industries;
- 6.5 Synthesise technical, creative and production management skills in the creation of original journalistic content that meets legal and ethical standards;
- 6.6 Demonstrate a reflexive understanding of professional team-working practice;
- 6.7 Apply creative, critical and analytical skills to devise solutions across a range of media

Programme structure

In level 4, modules will be shared with other Media Production courses, providing you with a breadth of knowledge we think is a real strength of this programme. You will be introduced to the full range of digital skills - covering online, video, audio and social media - in the *Media Production Skills* module, which aims to give you the full suite of production skills required in today's multimedia industry. You will set up your own blog and create a range of media products such as a video essay, an audio vox pop and a short studio programme. This module will run alongside an introduction to the basic journalistic skills of factual reporting (*Reporting, News & Features*) In *Introduction to Media*, you will explore the history and role of media in culture and society, and develop the study and research skills you will need throughout your degree. In Semester 2 you will build on the factual storytelling skills already gained, to learn about different storytelling techniques using apps, images, words, video and audio as part of *Storytelling (Factual)*. Throughout your studies, we will work with you on your voice and presentation skills for both television and radio.

Another benefit of sharing common modules is that it means you can also easily swap across to a different Media Production degree at the end of this level, opening up more specialised pathways into film, television or radio. So if you're not sure when you start the course, you have time to find out where your interests and strengths lie.

In level 5, you will undertake a *Newsdays (Radio & Online)* module where you will develop your radio specific skills in terms of recording, editing and studio work. You will learn more about radio's place in our society, and how to create pictures through words and sound. This module culminates in a series of live production days where you will be creating a news programme from scratch and getting it to air on time. In order to prepare you for a career in journalism, you will undertake the *Media Law & Public Affairs* module to enable you to meet the legal, ethical and regulatory standards of the industry. In Semester 2, you will move on to the *Newsdays (TV & online)* module, where you will develop your reporting and packaging skills for television, with more live Newsdays working to produce a TV news bulletin to deadline. Both Newsdays modules will mean producing content not just for one platform but in a multimedia form for online outlets. You will have a choice of options in Semester 2 exploring the role of the media in society and the changing nature of today's industry. The compulsory *Professional Practice* module will help you to focus on the skills needed for employment and will also help prepare you for your research and practice in level 6. You will be able to apply for the opportunity to Study Abroad during Semester 2 if you'd like to broaden your horizons and experience something (and somewhere) different.

For level 6, you will complete your production skillset with the *Magazine Production* module, working in a group and individually to produce magazine content. You will specialise in a medium or genre of your choice for your practical *Final Project*, so you might choose to make a short TV or radio documentary or create magazine content. You will also carry out an in-depth *Research Project*, bringing together the organisational and study skills acquired throughout your degree. For your final semester, you will get the chance to put into practice all the knowledge, skills and experience you have gained by running your own real-time, live newsroom-style practice, mirroring what happens in the industry (*Journalism in Practice*). You will also showcase your skills and your work to prospective employers through the creation of a *Professional Portfolio for Journalists*; this will include providing evidence of having completed a minimum of 15 days' work experience across your degree.

Modules for the Programme

Code	Level	Semester	Title	Credits	Status of Module*
1MD001	4	1 & 2	Introduction to Media	40	C
1MD003	4	2	Storytelling (Factual)	20	C
1MD006	4	1	Reporting (News & Features)	20	C
1MD005	4	1	Media Production Skills	20	C
1MD008	4	2	Applied Production Skills	20	C
2MD002	5	1	Newsdays (Radio & Online)	40	C
2MD003	5	1	Media Law & Public Affairs	20	CA
2MD008	5	2	Transmedia Practice	20	O
2MD012	5	2	Experimental Film Practice	20	O
2MD009	5	2	Indies: To Indiewood & Beyond	20	O
2MD006	5	2	Newsdays (TV & Online)	20	C
2MD007	5	2	Professional Practice	20	C
3MD001	6	1 & 2	Final Project	40	C
3MD002	6	1	Magazine Production	20	C
3MD007	6	1	Research Project	20	C
3MD010	6	1&2	Journalism in Practice	20	C
3MD012	6	2	Professional Portfolio for Journalists	20	CA

***C**: Compulsory, **CP**: Compulsory for progression to the next level, **CA**: Compulsory for award, **O**: option

Please note that options are subject to staff availability and may not all run in each year.

Teaching, learning and assessment

We think the best way for you to learn a practical subject like media is by doing it. So whilst there may be some lecture-style sessions, most staff-led learning sessions are in the form of seminars, workshops and technical demonstrations. Throughout the course we integrate theory and practical work. Production processes will, wherever possible, mirror real ones in industry.

Assessment is carried out through presentations, essays and the submission of portfolios of practical work. There is an exam for Media Law which you must pass in order to progress through your studies.

In addition to the formal teaching in scheduled classes, you will have other opportunities to learn through practical experience and wherever possible working to live briefs and situations, for example through our live production newsdays. We will encourage you to publish content on

our website; in our online magazine, Neutral; and you can also get involved in our Student Union radio station, Radio YSJ.

As you approach the end of your degree there is an increasing emphasis on independent learning, but you will still be supported by both academics and our dedicated technical team as part of your timetable as well as outside class. So you'll start to plan and execute work more autonomously (both individually and as part of a team), but we will be there to support and guide you. Several level 6 modules are concerned with professionalism and employability, preparing you for life beyond university.

Staff are available for tutorials through our online booking system and we pride ourselves on the support we give to our students. Our technicians are a cornerstone of that support, given this is a hands-on production degree. We believe that our relationship with you, our students, provides the foundation for your future success.

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](#).

In addition, the following programme-specific regulations apply in respect of progression and graduation:

- You will be required to pass Media Law & Public Affairs in order to ensure that you practise safely as a journalist.
- You must evidence having done a minimum of 15 days of work experience in a media-related environment in order to meet accreditation requirements.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission Statement](#)
- [Learning, Teaching and Assessment Strategy](#)
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

Further information

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (school)
- Module handbooks (school)