

PROGRAMME SPECIFICATION
Journalism, BA (Hons) 2011-2012

KINGSTON UNIVERSITY

A. NATURE OF THE AWARD

Awarding Institution:	Kingston University
Programme Accredited by:	N/A
Final Award(s):	BA (Hons) Journalism
Intermediate Awards:	CertHE, DipHE, Unclassified Degree
Field Title	Journalism
FHEQ Level	Honours
Credit rating by level	120 @ level 4, 120 @ level 5, 120 @ level 6
JACs code:	P500 - Journalism
QAA Benchmark Statements:	Communication, Media, Film and Cultural Studies.
Minimum/ maximum registration	3 years/ 9 years
Faculty(s):	Arts and Social Sciences
School(s):	Humanities
Location(s):	Penrhyn Road
Date specification produced	June 2003
Date specification revised	August 2009

B. FEATURES OF THE FIELD

Title

The Field is available in the following forms:

- BA(Hons) Journalism
- BA (Hons) Journalism **with** X
- BA (Hons) Journalism **and** X
- BA (Hons) X **and** Journalism
- BA (Hons) X **with** Journalism

Where X is a second subject. Journalism is available as a full, major, half and minor field of study.

Modes of Delivery

The field is offered in the following alternative patterns:

- Full-time
- Part-time

Features of the Field

This field is designed to equip students with the knowledge and expertise both to understand the world of journalism as consumers and to engage with it as practitioners, as well as

providing them with transferable skills that will be of use in a variety of professions. It combines theory and practice at every level, requiring students both to analyse and reflect on central issues and dynamics in contemporary journalism and to test out their ideas and understanding in a variety of settings and contexts. Students will develop a range of relevant skills, both individually and collectively, and will be encouraged to use their imagination and creativity to produce a portfolio of work over the course of their degree programme. Graduates will be in a good position to seek employment in journalism, or in the broader worlds of the cultural and communications industries. They will also have acquired various transferable skills that will be of use outside the media. These include the capacity to carry out independent research, and to demonstrate initiative and leadership; interpersonal skills such as teambuilding, interview techniques, and a confident telephone manner; and the ability to produce precise, accurate, engaging written work to tight deadlines. Students are also expected to reach a competent level in the use of various forms of technology, ranging from digital photographic and video cameras to a range of standard, commercially available software packages. All full-field journalism students must also study a modern language in their first year.

The job market in journalism has particular characteristics which have been reflected in the scope and design of the course, and the various recent changes we have made to its precise focus. Firstly, the job landscape has been rapidly changing over the past three or four years, with the result that a growing number of graduates who obtain work in journalism are recruited to posts with an online focus. While the majority of employment opportunities where journalistic skills can be applied as a substantial part of the job are still to be found in print, rather than in radio, TV, or even the internet, the number of entry-level reporting vacancies on local and regional newspapers is depleting as publishers make economies in light of the growing competition from the various forms of new media. Secondly, the underlying technology for news creation and distribution is driving greater convergence between print, broadcast and the internet. In particular, the advent of low-cost PC-based audio and video editing to broadcast standard, together with broadcast-quality distribution over the internet as broadband access expands, means that in future more and more organisations will produce and distribute their own material directly to audiences – not only using text and pictures, as now, but increasingly in audio and video formats as well. Thirdly, while a degree in journalism should provide students with a significant competitive advantage, those selecting staff, particularly for the “prestige” media of newspapers, radio and TV, will invariably expect staff to undergo a period of further formal or informal training ‘on the job’.

This degree course is therefore designed with three distinctive features. Firstly, it remains deliberately anchored in written journalism: not only because this teaches the skills of writing, editing and story identification and development that are crucial to journalism in all media, but because at present it still forms the largest segment of the market. Secondly, the mechanism we use to develop skills in broadcast media is to harness the potential of desktop editing and internet distribution - partly because these tools are increasingly being used by broadcasters, and partly because online streaming of content is in itself an emergent medium with huge potential for the future. Finally, the course does not aim to teach skills in all forms of journalism – notably in radio and TV news – to a level that would give direct access to posts in those media. It recognises that news organisations will wish to provide their own in-house training, and indeed are likely to prefer graduates with the right attitude and critical skills to those who have been given an extensive, but generic and potentially inappropriate, training in the specifics of broadcast news-handling.

Students will be given insights in a number of ways into how different forms of journalism are practised today. The Field team is made up, for the most part, of practising journalists who combine teaching with their own professional work, enabling them to bring the experience of

contemporary journalism into the classroom. At the same time, the degree is enriched by guest lectures and workshops run by professionals working in a range of sectors and media organisations, and editors and producers of newspapers, magazines, and radio and television programmes.

Journalism can be studied in combination with the following subjects:

Applied Economics
Creative Writing
English Language and Communication
English Literature
Film Studies
French (minor)
History
History of Art, Design and Film
Human Rights
Media and Cultural Studies
Politics
Psychology
Sociology
Spanish (minor)
TV Studies

Students who wish to do so may elect to study abroad for a semester - either in the United States, at universities with which Kingston has a reciprocal arrangement, or in Europe, through the Erasmus scheme.

C. EDUCATIONAL AIMS OF THE FIELD

The main aims of the Half Field are to:

- provide students from a wide range of backgrounds with the opportunity to engage in the study and practice of journalism.
- enable students to develop an informed and critical awareness of the forces and dynamics (social, cultural, political, economic and technological) shaping the industry and the working environment of journalists today
- provide students with an opportunity to engage critically with different forms, modes and styles of journalism – including emerging online and multimedia platforms
- enable students to develop a range of relevant practical and transferable skills which will provide them with a sound basis for pursuing a career in journalism or in the wider world of the cultural and communications industries
- enable students to develop an ethically informed and critical awareness of the roles and responsibilities of journalists in contemporary society
- foster a creative and self-reflective approach to students' own individual and collective practice as journalists

Additional Aims of the Major Field are:

- To provide students with greater breadth and depth of their programme of study. They will be able to pursue particular interests in greater depth, ensured through choice from a wider range of taught modules and supervised project work (in the form of a journalism research project, for instance, as well as the final level dissertation module).

Additional aims of the Full Field are:

- To enable students to develop a breadth and depth of knowledge in particular areas of interest through a special study module or specialist taught module
- To provide students with a fuller range of professional competences, including a foreign language and independent research skills

D. LEARNING OUTCOMES OF THE FIELD

Knowledge and Understanding

On completion of the Half Field, students will be able to demonstrate a sound knowledge and understanding of:

- the central dynamics and forces which shape and frame journalism as an industry and the role journalists play in contemporary society
- the development of different kinds and forms of journalism in local, regional, national and international contexts
- key features of professional practice in a variety of settings and contexts
- a range of audio, visual and verbal conventions which journalists need to master
- the ways in which current developments in journalism can be understood in relation to technological change – and the essential skills needed to harness this change in the service of journalism
- the processes linking the production, circulation and consumption of journalism in contemporary society
- the legal, ethical, political and cultural framework within which journalists operate

On completion of the Major Field, students will gain additional knowledge and understanding of

- a wider range of practical skills, reflective thinking, and independent work, across the full range of media covered in the degree programme within the journalism research project and dissertation modules
- the nature, structure, scope, and politics of the industry, and of the broader context in which journalists operate

On completion of the Full Field, students will gain additional knowledge and understanding of

- specialist interest areas in modules such as the special studies and options covering specific genres of journalism
- professional language techniques and skills, including a foreign language and Teeline shorthand

2. Cognitive (thinking) Skills

On completion of the field, students will have developed their capacity to:

- identify a story and its potential market
- recognise the strengths and weakness in their own writing
- analyse current and future developments in the production and consumption of journalism and the ability to apply that knowledge to their own practice
- identify ways in which a piece of writing might be improved
- deploy and manipulate conventions appropriate to different kinds of journalism

On completion of the Major Field, students will gain additional cognitive skills in:

- identifying and analysing an area of particular interest in a sustained piece of writing in the Journalism Research Project and Dissertation modules

On completion of the Full Field, students will gain additional cognitive skills in:

- identifying and critically evaluating an area of specialist interest in the special study or dissertation modules for example
- evaluating the relevance of specialist areas of journalism in taught modules , covering specific genres and journalistic approaches
- appreciating the application of specialist language techniques and other languages to journalism

3. Practical Skills

On completion of the field, students will have acquired skills in:

- researching, interviewing, and using a variety of primary and secondary sources to produce copy
- using their initiative to interact effectively with individuals, groups and organisations in finding stories
- communicating a story in a variety of formats – for newspapers, magazines, and online media
- identifying the demands of different audiences and readerships
- producing work to tight deadlines
- revising their work through the process of drafting, editing and rewriting
- using the basic technology and techniques of the trade
- writing with clarity, simplicity and precision
- editing and sub-editing their own and others' work

On completion of the Major Field, students will gain additional practical skills in:

- developing their writing in a specialist area through independent work in the journalism research project and dissertation or special study modules– and, if they choose, a journalistic specialism
- using a variety of technical tools to produce their Journalism Research Project, and Dissertation or Special Study – e.g. video cameras, online content management systems, or specialist software

On completion of the Full Field, students will gain additional practical skills in:

- learning and applying specialist language techniques through shorthand and the learning of a foreign language
- developing their journalistic skills in the reporting one of specific subject specialisms

1. Knowledge and Understanding

Half Field

Outcome	Module
the central dynamics and forces which shape	JO1238 Journalism, Technology and the

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and frame journalism as an industry and the role journalists play in contemporary society	Future, JO1228 Journalism in Context JO2008 Journalism Research Project, JO3188 Journalism Dissertation, JO2208 The Newspaper Sector Today, JO2228 Magazine Journalism, JO2238 History of British Journalism, JO3138 Politics and Media Management, JO3168 Journalism and Diversity, JO3178 International Journalism
the development of different kinds and forms of journalism in local, regional, national and international contexts	JO1238 Journalism, Technology and the Future, JO1228 Journalism in Context JO2008 Journalism Research Project, JO2208 The Newspaper Sector Today, JO2228 Magazine Journalism, JO2238 History of British Journalism, JO3178 International Journalism, JO3298 Special Study: Journalism and the Online Revolution, JO2008 Journalism Research Project, JO3188 Journalism Dissertation
key features of professional practice in a variety of settings and contexts	JO1218 Introduction To Journalism, JO1238 Journalism, Technology and the Future, JO1208 Multi-Media Newswriting 1, JO2248 Law for Journalists, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO3298 Special Study: Journalism and the Online Revolution
a range of audio, visual and verbal conventions which journalists need to master	JO2178 Shorthand, JO2268 Video and Photo Journalism, JO3298 Special Study: Journalism and the Online Revolution
the ways in which current developments in journalism can be understood in relation to technological change – and the essential skills needed to harness this change in the service of journalism	JO2208 The Newspaper Sector Today, JO2228 Magazine Journalism, JO2268 Video and Photo Journalism, JO1208 Multi- Media Newswriting 1, JO1238 Journalism, Technology and the Future, JO2258 Multi- Media Newswriting 2, JO3298 Special Study: Journalism and the Online Revolution
the processes linking the production, circulation and consumption of journalism in contemporary society	JO2208 The Newspaper Sector Today, JO2228 Magazine Journalism, JO2268 Video and Photo Journalism, JO1208 Multi- Media Newswriting 1, JO1238 Journalism, Technology and the Future, JO2258 Multi- Media Newswriting 2, JO3298 Special Study: Journalism and the Online Revolution
the legal, ethical, political and cultural framework within which journalists operate	JO2248 Law for Journalists, JO3318 Journalism Ethics, JO3168 Journalism and Diversity, JO2208 The Newspaper Sector Today, JO2228 Magazine Journalism, JO3138 Politics and Media Management, JO2008 Journalism Research Project, JO3188 Journalism Dissertation, JO3298 Special Study: Journalism and the Online Revolution

Major Field

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Outcome	Module
a wider range of practical skills, reflective thinking, and independent work, across the full range of media covered in the degree programme within the journalism research project and dissertation modules	JO2008 Journalism Research Project, JO3188 Journalism Dissertation
the nature, structure, scope, and politics of the industry, and of the broader context in which journalists operate	JO2008 Journalism Research Project, JO3188 Journalism Dissertation, JO2208 The Newspaper Sector Today, JO2228 Magazine Journalism, JO3138 Politics and Media Management, JO2248 Law for Journalists, JO3168 Journalism and Diversity, JO3138 Politics and Media Management, JO3318 Journalism Ethics

Full Field

Outcome	Module
specialist interest areas in modules such as the special studies and options covering specific genres of journalism	JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO3268 Special Study: The Truth-Seekers – Investigative Journalism from Pulitzer to Palast, Special Study: Journalism and War JO3298 Special Study: Journalism and the Online Revolution,
professional language techniques and skills, including a foreign language and Teeline shorthand	JO2178 Shorthand, KL1901 and KL1902 Kingston Language Scheme*

*Optional

2. Cognitive (thinking) Skills

Field

Outcome	Module
identify a story and its potential market	JO1208 Multi-Media Newswriting 1, JO1218 Introduction to Journalism JO1238 Journalism, Technology and the Future; JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1138 Print Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
recognise the strengths and weakness in their own writing	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and

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	Entertainment Journalism, JO2228 Magazine Journalism
analyse current and future developments in the production and consumption of journalism and the ability to apply that knowledge to their own practice	JO1238 Journalism, Technology and the Future, JO1228 Journalism in Context JO2228 Magazine Journalism, JO2208 The Newspaper Sector Today, JO3268 Special Study: The Truth-Seekers – Investigative Journalism from Pulitzer to Palast, JO3298 Special Study: Journalism and the Online Revolution, JO2008 Journalism Research Project, JO3188 Journalism Dissertation
identify ways in which a piece of writing might be improved	JO1208 Multi-Media Newswriting 1, JO1238 Journalism, Technology and the Future, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
deploy and manipulate conventions appropriate to different kinds of journalism	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism

Major Field

Outcome	Module
identifying and analysing an area of particular interest in a sustained piece of writing in the Journalism Research Project and Dissertation modules	JO2008 Journalism Research Project, JO3188 Journalism Dissertation

Full Field

Outcome	Module
identifying and critically evaluating an area of specialist interest in the special study or dissertation modules for example	JO2008 Journalism Research Project, JO3188 Journalism Dissertation, JO3268 Special Study: The Truth-Seekers – Investigative Journalism from Pulitzer to Palast, Special Study: Journalism and War, JO3298 Special Study: Journalism and the Online Revolution
evaluating the relevance of specialist areas of journalism in taught modules , covering specific genres and journalistic approaches	JO3268 Special Study: The Truth-Seekers – Investigative Journalism from Pulitzer to Palast, Special Study: Journalism and War, JO3298 Special Study: Journalism and the Online Revolution, JO3198 Business Journalism, JO3328 Sports Journalism,

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	JO3338 Arts and Entertainment Journalism
appreciating the application of specialist language techniques and other languages to journalism	JO2178 Shorthand, KL2901 and KL2902 Kingston Language Scheme*

*Optional

3. Practical Skills

Field

Outcome	Module
researching, interviewing, and using a variety of primary and secondary sources to produce copy	JO1238 Journalism, Technology and the Future, JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
using their initiative to interact effectively with individuals, groups and organisations in finding stories	JO1238 Journalism, Technology and the Future, JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
communicating a story in a variety of formats – for newspapers, magazines, and online media	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
identifying the demands of different audiences and readerships	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
producing work to tight deadlines	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism

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	Journalism
revising their work through the process of drafting, editing and rewriting	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
using the basic technology and techniques of the trade	JO1238 Journalism, Technology and the Future, JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
writing with clarity, simplicity and precision	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism
editing and sub-editing their own and others' work	JO1208 Multi-Media Newswriting 1, JO2258 Multi-Media Newswriting 2, JO3018 Practical Journalism 1, JO3028 Practical Journalism 2, JO1218 Introduction to Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2228 Magazine Journalism

Major Field

Outcome	Module
developing their writing in a specialist area through independent work in the journalism research project and dissertation or special study modules– and, if they choose, a journalistic specialism	JO3268 Special Study: The Truth-Seekers – Investigative Journalism from Pulitzer to Palast, Special Study: Journalism and War, JO3298 Special Study: Journalism and the Online Revolution, JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism, JO2008 Journalism Research Project, JO3188 Journalism Dissertation
using a variety of technical tools to produce their Journalism Research Project, and Dissertation or Special Study – e.g. video cameras, online content management systems, or specialist software	JO2008 Journalism Research Project, JO3188 Journalism Dissertation

Full Field

Outcome	Module
learning and applying specialist language techniques through shorthand and the learning of a foreign language	JO2178 Shorthand, KL3901 and KL3902 Kingston Language Scheme*
developing their journalistic skills in the reporting one of specific subject specialisms	JO3198 Business Journalism, JO3328 Sports Journalism, JO3338 Arts and Entertainment Journalism

* Optional

4. Key Skills

The field offers opportunities for students to learn, practise, progress, and be assessed in the key skills listed below.

a. Communication Skills

On completion of the field, students will have acquired the skills to:

- make effective contributions to group work, seminar discussions, and practical workshops, and through individual assessed presentations
- select and extract material from primary and secondary sources
- read and make use of material from written and spoken sources
- provide written materials in a variety of formats suitable for specific purposes and audiences

On completion of the Major Field, students will gain additional key communication skills through:

- the processing and presentation in a variety of communicative formats of specialist information in the Journalism Research Project and Dissertation or Special Study modules- and the chance to demonstrate their ability to specialise in a journalistic context, by taking either of two specialisms (business journalism or sports journalism)

On completion of the Full Field, students will gain additional key communication skills through:

- the development of writing skills across a range of more specialised forms of journalism
- the development of a range of communicative skills in a foreign language

b. Information, Communication and Technology

On completion of the field, students will have acquired the skills to:

- use appropriate ICT to present text, data and images
- produce a complex document combining information from a variety of sources
- upload news stories, features, reviews, and blogs to the *River Online* website
- use appropriate specialist software, such as *Quark* or *Dreamweaver*
- search for, retrieve and store information from ICT sources
- select appropriate on-line information and evaluate its quality

- use on-line communication systems (including Studyspace, the university's learning management system) to send and obtain information
- produce and edit internet, audio, and video material
- access and use a variety of online research resources, including digital newspaper archives and databases, and web-based journals

On completion of the Major Field, students will gain additional key ICT skills through:

- the opportunity to study, practise and refine technical skills in the presentation format of a Journalism Research Project, and a Dissertation or Special Study module

On completion of the Full Field, students will gain additional key ICT skills through:

- the opportunity to study, practise, and refine technical skills in the form of a Journalism Research Project, and Dissertation or Special Study module

c. Teamwork

On completion of the field, students will have acquired the skills to:

- review and evaluate progress of groups and collective critical activity
- identify ways of improving the performance of groups and their own contribution to groups
- establish and monitor group planning processes
- negotiate and manage relationships within a competitive working environment
- exercise group leadership where appropriate
- produce and publish assessed journalistic work on a collaborative basis (e.g. *The River* newspaper or *River Online*)

d. Independent Learning

On completion of the field, students will have acquired:

- self-awareness and the ability to monitor and review their own progress in relation to academic and personal development (including career development)
- research and information handling skills as the basis for further academic work and personal development

On completion of the Major Field, students will gain additional independent learning skills through:

- the opportunity to undertake a sustained piece of independent research in a specialist area in the Journalism Research Project, and Dissertation or Special Study modules

On completion of the Full Field, students will gain additional independent learning skills through:

- the development of advanced research skills in a substantial piece of writing in the Special Study module

E. FIELD STRUCTURE

The Journalism Field is part of the university's Undergraduate Modular Scheme (UMS). Fields in the UMS are composed of modules, which are assigned to levels. There are three levels that are progressively more challenging in terms of their aims, objectives and learning outcomes as students progress through the field. Each field contributes to a programme of study that is normally made up of 8 modules each worth 15 credits (or an equivalent combination of half and multiple modules in some cases). Typically a student must complete 120 credits at each level.

A programme of study including the Journalism field culminates in an honours degree and it is the higher levels (5 and 6) that contribute to the classification of the degree. Intermediate awards are normally available after completion of a level. Students who complete 120 credits at level 4 but decide to discontinue their studies at that point are eligible for the award of a Certificate of Higher Education. Students who complete 120 credits at level 5 but decide to discontinue are eligible for the award of a Diploma of Higher Education.

The duration of the Journalism programme is 3 years full time or 6 years part time. The year is divided into two discrete semesters of equal length (15 weeks including an examination period).

The programme has been designed to offer coherence and progression at each level and throughout the field. There are three main strands to it. The first of these has to do with the development of skills in practical journalism, with a particular emphasis on writing skills at levels 4 and 5. The second is concerned with the development of knowledge and understanding of the core area of print journalism. The third engages students progressively with the demands of broadcast and new media. At all three levels, theory is linked closely to practice, as students develop their practical skills (primarily in the area of print but also in broadcast and new media) and as they reflect critically on their own work and the environment in which journalists have to operate.

A key area of reflection concerns the nature and scope of what is presented as 'news'. The programme encourages students to recognise and explore the complexity of this phenomenon by progressively widening the scope of areas encompassed under this heading. We begin at level one by focussing on 'news' in a more or less narrow definition - i.e. as the reporting of current events. As the course progresses, we broaden our conception to include within the definition of 'news' all items that have the currency that makes them suitable for inclusion in newspapers or other forms of journalism.

A central aim at Level 4 is to begin to develop students' knowledge and understanding of the industry and to introduce them to the mix of skills necessary to become an effective journalist across a range of media. All students must take three core modules. One of these is devoted to the development and practice of essential writing skills. A second introduces students to the conventions of written journalism, developing their knowledge and understanding of journalism in the wider sense – principally through feature-writing and learning how to target publications and articles at specific audiences. The third is concerned with issues and debates around contemporary journalism and is intended to develop students' knowledge and understanding of the current contexts in which they must now operate.

At level 5, students will build on this foundation in a number of ways, following the three strands and broadening their conception of 'news'. There is a set of core modules again, to be taken by all students, with additional modules specified for Major and Full Field students. The first core module is designed to enhance and extend writing skills and multimedia practice. The second offers a grounding in media law. Other options broaden students' knowledge and understanding of 'news' itself. The remaining modules give full and major field students the opportunity to broaden their theoretical and conceptual knowledge in terms of media theory or ethical issues, to develop a range of professional skills, and to pursue interests in particular aspects of journalism through independent research.

At level 6, there is a compulsory module for all students on ethical and regulatory issues, designed to ensure that students are able to reflect critically and in an informed way on the roles and responsibilities of journalists in contemporary society. Alongside this module there is a major opportunity for students to engage in a sustained way in journalistic practice through the collective production of a campus newspaper or campus website supported by some work-based learning. The skills developed here (in print but also in other formats) will be complemented by a further module on broadcast media focussing on the documentary form. Half, major, and full field students also take modules which allow them to pursue interests in the broader political and economic forces and pressures impinging on journalists, or to deepen their knowledge, understanding and skills in writing in different styles. These students may pursue particular interests by writing a Dissertation or opting for a Journalism Special Study module to pursue research into a specific sector or issue.

FIELD CONTENTS

LEVEL 4

A Modules (Core)

<u>Module Code</u>	<u>Module Title</u>	<u>Credits</u>
JO1208	<i>Multi-media News Writing 1</i>	30
JO1228	<i>Journalism in Context</i>	15
JO1218	<i>Introduction to Journalism</i>	15
JO1238	<i>Journalism, Technology and the Future</i>	15
PO1158	<i>UK Government and Politics</i>	15
EN1178	<i>English in Action</i>	15
MD1198	<i>Media Institutions</i>	15
KLS*	<i>Kingston Language Scheme</i>	15

Full Field students take all the above modules

Half Field students take JO1208, JO1188 and JO1218

Minor field students (in combination with Psychology) take JO1208 and JO1218

Students who complete 120 credits at Level 4 but decide to discontinue their studies at this point are eligible for the award of a Certificate of Higher Education (CertHE).
 *All first years other than minor students may choose to replace any non-core module with this option, which involves learning a modern language through the Kingston Language Scheme.

LEVEL 5
Core Modules for Half, Major and Full Field students

<u>Module Code</u>	<u>Module Title</u>	<u>Credits</u>
JO2258	Multi-media News Writing 2	30
JO2248	Law for Journalists	15

Modules for Full and Major Field Students

<u>Module Code</u>	<u>Module Title</u>	<u>Credits</u>
Group B		
JO2278	Video Journalism	15
JO2178	Shorthand	15
JO2228	Magazine Journalism	15
Group B1		
JO2008	Journalism Research Project	15
JO2288	Current Issues in Journalism	15
JO2238	History of British Journalism	15
CM2208	Visions of Crime and Deviance	15
MD2268	Diverse Britain: Media, Culture & Ethnicity	15
EL2178	Fiction and Social Change	15
KLS*	Kingston Language Scheme	15

Minor Field students take JO2258 and either JO2248 or one module from Group B- i.e. a total of 45 credits.

Half Field students take JO2258 and JO2248 and one Group B module- i.e. a total of 60 credits.

Major Field students take JO2258, JO2248 and JO2008 plus one Group B module- i.e. a total of 75 credits.

Full Field students take core modules plus JO2008 and JO2178 plus either JO2228 OR JO2278 plus two modules from Group B1 -i.e. a total of 120 credits.

Students who complete 120 credits at Level 5 but decide to discontinue their studies at this point are eligible for the award of a Diploma of Higher Education (DipHE).

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**Studying a modern language other than English under the KLS scheme in place of another non-core module is an option for Level 5 full-field, major, and half-field students in the current cohort only.*

LEVEL 6

Core Modules

<u>Module Code</u>	<u>Module Title</u>	<u>Credits</u>
JO3018 **	Practical Journalism 1	15
JO3028 **	Practical Journalism 2	15
JO3318	Journalism Ethics	15

Additional modules for Half, Major and Full Field students

<u>Module Code</u>	<u>Module Title</u>	<u>Credits</u>
Group B		
JO3188	Dissertation	30
JO3268	Special Study: The Truth-seekers: Investigative Journalism from Pulitzer to Palast	30
JO3308	Special Study: Journalism and War	30
JO3248	Special Study: Journalism and the Online Revolution	30
JO3348	Special Study: Exploring 19 th Century Newspapers	30
Group B1		
JO3198	Business Journalism	15
JO3328	Sports Journalism	15
JO3338	Arts and Entertainment Journalism	15
Group B2		
JO3138	Politics and Media Management	15
JO3168	Journalism and Diversity	15
JO3178	International Journalism	15
HS3118	Britain's Role in the World	15
MD3348	Media Audiences	15
MD3148	The Political Economy of European Media and Communication	15
KLS*	Kingston Language Scheme	15

Half Field students take JO3318 plus 45 credits from any group but not more than one from B1 - i.e. a total of 60 credits.

Major Field students take the three core modules plus one from Group B OR one from B1 and one from B2 OR two from B2- i.e. a total of 75 credits.

Minor Field students take JO3318 plus two other modules from Group A or B1 or B2 but not more than one from B1- i.e. a total of 45 credits.

Full Field students must take the core modules and one Special Study module or the Dissertation plus one from B1 and two from B2.

**Studying a modern language other than English under the KLS scheme in place of another non-core module is an option for Level 6 full-field, major, and half-field students in the current cohort only.*

***** The Practical Journalism modules may not be taken separately***

F. FIELD REFERENCE POINTS

- There is no benchmark statement relating exclusively to Journalism. It is, however, covered in the statement on Communication, Media, Film and Cultural Studies. This statement covers a very broad area and does not seek to be prescriptive, acknowledging that different programmes may select appropriately, as this Field does, from a wide set of aims and learning outcomes.
- The awards made to students who complete the field or are awarded intermediate qualifications comply fully with the national Qualifications Framework.
- All of the procedures associated with the field comply with the QAA Codes of Practice for Higher Education.

The field, in accordance with the university, is SENDA compliant. The field is also, in line with University policy, moving towards the introduction of Personal Development Plans.

G. TEACHING AND LEARNING STRATEGIES

The approach to teaching and learning in this field is founded on the assumption that students, besides acquiring transferable skills, should emerge with a qualification that will help them both to secure employment in journalism and to function as working journalists. Three strands combine to form the strategy, of which the most important is the development of writing skills and discipline, the *sine qua non* of the profession. The second addresses the question: what is a story? The third relates to the context of journalism and to medium-specific issues and techniques, with increased emphasis placed on the need for 'print' journalists to be able to think and work comfortably across multimedia platforms. Reflecting these priorities, the first two levels include mandatory modules devoted to improving students' written skills to match the levels demanded by media consumers, and to teaching the basics of news-writing. This teaching takes place mainly in workshops and relies heavily on exercises conducted under newsroom-style conditions and drawing on a variety of source materials. Work is carried out mainly individually and involves note-taking and sub-editing as well as original writing, and this is normally followed by peer review and group discussion. In this way students become accustomed both to writing under pressure and to the discipline of having their work read and scrutinised by others. In the newly revised first and second-year Multi-media News Writing modules, increased emphasis has also been placed on equipping students with the ability to write with appropriate speed and brevity for the web, adding their own headlines and captions, and uploading their copy directly via a content management system. Over the course of the two modules, the teaching emphasis shifts from literacy, accuracy, and economy towards journalistic structure, values, and style. This means not only the progressive introduction of 'furniture' (e.g. headlines) and the use of layout software, but also an increasing emphasis on identifying, developing and presenting the story. The test of quality becomes the editor's test: is this piece of work of a quality and character that make it fit to print? This emphasis on the essential skills is sustained in level three with the module

combining work-based learning and regular production of a campus newspaper. To complement these formal teaching arrangements, students are required to read widely in the news media and beyond them so that they become familiar with good writing and with styles and genres of the past and the present. They are specifically asked to draw on this in their work-for example when they are asked to adapt their style to the requirements of a particular medium, publication, and/or audience.

These two strands - of writing and story recognition - are carried through in the other modules, in most of which news-writing of some form is required. At the same time these modules provide context through lectures and seminars/workshops, where the dynamics of the media industry, its ethical, political and economic frameworks, and the demands these place on working journalists are discussed, analysed and debated. Historical case studies are used but much of this work responds to current issues and how they are handled in the media (the day's newspapers and the previous night's television bulletins are essential teaching aids). Supporting materials for these modules will also be available to students via Studyspace, the university's online learning management system. Current and recent practitioners in various branches of the media – radio, television and the new media - provide different perspectives for students to consider and evaluate, while visits to news organisations in London and locally underpin the learning process. Finally, there is the development of skills in specific branches of journalism, achieved through workshops and with the support of experienced practitioners. This approach enables students to employ their story-development and writing skills in different fields, making use of current technology to produce news reports and short features for radio and television, extending to short news documentaries in level three. The teaching techniques of peer review and group discussion are applied here, too. Throughout the three years the students are directed and encouraged to find real stories around them in their home communities, in London and Kingston, and on campus, and to present these in appropriate formats. This effort is supported through introductory visits (to courts or council meetings, for example) or field trips in study enhancement weeks within the practical writing modules. Students will increasingly be expected to show initiative in this area and to use this experience to produce the campus newspaper and web pages. In this way they will not only put their skills to work but also gain first-hand experience of the ethical and other pressures involved in journalism - experience which can resonate through their other work.

In addition, as a mark of Kingston's commitment to equipping its journalism graduates with the skills needed to compete for jobs at a national and international level, all BA students are given the opportunity to undertake a modern language module in their first year in place of another non-core module. Languages are increasingly useful skills for journalists – enabling them to scan overseas news reports, attend foreign press conferences, and conduct interviews with non-English speakers and those who do not have it as their first language. Competence in a foreign language is also, increasingly, a prerequisite for acceptance onto many national newspaper graduate trainee schemes. By including languages in our programme, we aim to improve student's analytical and interpretive capacities, as well as their employability.

H. ASSESSMENT STRATEGIES

The assessment strategies for the Journalism field are designed to build through the three levels of the course. At each level, assessment patterns reflect the combination of theory and practice within and across modules that is characteristic of the field. In a number of modules, where the primary focus is the development of the skills needed by journalists, students are required to demonstrate their practical competence through portfolios of short pieces of work produced in a range of conditions. At Levels 4 and 5, for example, the compulsory modules *Multi-media News Writing 1* and *Multi-media News Writing 2* require students to build up a portfolio of work demonstrating skills including identifying and

originating stories, editing and sub-editing, and writing against the clock. Portfolios will contain both work prepared at home and produced in a competitive 'newsroom' atmosphere, with emphasis on both conventional print and online reporting. Formal and informal peer assessment of aspects of these portfolios will build students' confidence in putting their work forward for scrutiny and their ability to make sound editorial judgements. At Level 6, the assessment requirements of the *Practical Journalism* module give students the opportunity to show their ability to bring together the skills and knowledge they have acquired by producing a campus newspaper and/or website and reflecting on a short period of work-based learning.

Other modules, whose focus is the critical analysis of the context and dynamics of contemporary issues in journalism, assess knowledge and understanding via work produced in relevant journalistic formats, such as feature-length articles, internet pieces, or short radio or television reports/documentaries. Such forms of assessment are complemented by more traditional assignments (e.g. essays, analytical case studies) which help to develop the qualities of analytical thinking and self-reflection promoted by the field. The Journalism Research Project, Dissertation and Special Study modules afford half, major and full-field students the opportunity to pursue a particular personal interest in journalism through a sustained piece of independent research.

The field's assessment strategy is based on developing skills and knowledge through formative assessments that may be used as a basis for some summative assessments. Here, a constructively critical approach taken by the student, module tutors, practitioners and peers informs the re-editing and development of previous work. This formative approach builds throughout the course levels, resulting in the production of a professional level portfolio by the end of Level 6.

The diversity of assessment forms employed also help to develop personal qualities such as persistence, accuracy, judgement, timeliness, and the ability to work with others in the pursuit of a specific goal.

I. ENTRY QUALIFICATIONS

1. The minimum entry qualifications for the field are:

240-280 points at A level (depending on chosen combination), including a minimum of two 6-unit awards at A level or equivalent. This is broadly equivalent to grades BBC, with at least one B expected in an essay subject (ideally English).

Or: equivalent qualifications and experience. Applications from students on BTEC or Access courses, international students with relevant qualifications, and mature students without traditional qualifications are all welcomed.

GCSE Mathematics and English Literature grade A-C are preferred with grade A-B preferred for GCSE English Language.

2. Typical entry qualifications

We expect typical entry qualifications to be a minimum of 240 A level points, with 80 points at A level in English Literature, Literature and Language, Media Studies, or a similar subject, and/or a demonstrable interest in journalism.

J. CAREER OPPORTUNITIES

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Students graduating from this course will be well placed to pursue careers in a range of media environments, and/or further journalistic training or study at Masters level and beyond. The course will provide the skills base necessary for careers in:

- Local, regional, and national newspapers, magazines, and online publications.
 - Communications departments in private sector companies
 - Related industries such as publishing, public relations, marketing, and advertising
 - Advocacy and campaigning.
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K. INDICATORS OF QUALITY

The field team is composed of experienced and recognised practitioners of repute, with the collaboration of colleagues who have been instrumental in achieving excellent TQA ratings in related areas of the curriculum offered by the faculty, such as Politics, English Literature, Languages, and Sociology.

L. APPROVED VARIANTS FROM THE UMS/PCF

N/a
