

## Programme Specification

1	<b>Awarding body</b>	University of London				
2	<b>Teaching Institution</b>	<b>Birkbeck College</b>				
3	<b>Programme Title(s)</b>	<b>BA Journalism and Media</b> <b>BA Journalism and Media with Foundation Year</b>				
4	<b>Programme Code(s)</b>	UUBAJRME_C (3-year full-time) UBAJRMED_C (4-year part-time) UBAJRMDD_C (6-year part-time) UUBFJRME_C (4-year full-time with Foundation Year) UBFJRMED_C (6-year part-time with Foundation Year)				
5	<b>UCAS code (if applicable)</b>	PP53; PP5H (with Foundation Year)				
6	<b>Home Department</b>	Film, Media and Cultural Studies				
7	<b>Exit Award(s)</b>	Dip HE, Cert HE				
8	<b>Duration of Study (number of years)</b>	3 years full-time 4 years part-time 6 years decelerated part-time 4 years full-time with Foundation Year 6 years part-time with Foundation Year				
9	<b>Mode of Study</b>	FT	<b>X</b>	PT	<b>X</b>	DL
10	<b>Level of Award (FHEQ)</b>	6				
11	<b>Other teaching depts or institution</b>	Hogeschool van Amsterdam				
12	<b>Professional, Statutory Regulatory Body(PSRB) details</b>	N/A				
13	<a href="#"><u>QAA Benchmark Statement</u></a>	Communication, media, film and cultural studies				

14	<b>Programme Rationale &amp; Aims</b>
	<p>For Foundation Year, see Foundation Year programme specification.</p> <p>The BA Journalism and Media, a BA Honours Degree of the University of London, allows students to combine the academic analysis of media with practical teaching from experienced industry professionals. The course's signature feature is its multi-disciplinary approach, drawing on sociology, cultural studies, media theory and politics to tackle the key issues facing journalism today – from ethics and industry structures to cultural shifts and the impact of new technologies. In practical modules, students acquire the most up-to-date skills to work in print and online journalism across a range of specialisations, genres and platforms. They not only discover how the industry works, but gain the insights needed to build and manage a career in journalism.</p> <p>We take pride in offering an independent, university-level qualification in journalism and media, deliberately opting out of National Council for the Training of Journalists (NCTJ) accreditation.</p> <p>Employers routinely tell us that what they most value in a journalism programme is an independent focus on strategic and high-end skills, and an ability to transform as fast as contemporary journalism, media and technology. Students will have the opportunity to explore a uniquely interdisciplinary range of modules in the Department of Media and</p>

Cultural Studies. At the same time, from day one they will be encouraged to think of themselves as journalists, developing and building their own portfolio for future employment prospects. Many journalism students start out by getting involved in Birkbeck’s student magazine, Lamp & Owl, which is written, edited and published from The Newsroom, an exciting new base in the School of Arts at 43 Gordon Square.

Teaching on the degree programme takes place in small, highly interactive classes in which students develop the interpersonal and team-working skills that are crucial for a career in the media and creative industries. Our London location, and the varied life experiences of our students, provides for an interesting and intellectually stimulating learning environment well attuned to the changing workplace of the twenty-first century. Graduates go on to careers in newspapers, online journalism, magazines, trade publications, public relations, professional communications and the creative industries – as well as on to further academic study.

15	<p><b>Entry Criteria</b></p> <p>For Foundation Year, see Foundation Year programme specification.</p> <p>The standard entry requirement is 112-128 points UCAS tariff points although we may waive these formal entry requirements and make our own assessment of skills and knowledge as presented in the application, and sometimes in an interview.</p> <p>All applicants must address in their personal statement why they wish to undertake a BA Journalism and Media at Birkbeck. Statements may also highlight any past experiences in media and creative production broadly conceived.</p>
----	--

16	<p><b>Learning Outcomes</b></p> <p><b>On successful completion of this programme, students will have:</b></p> <p><b>Knowledge and Understanding</b></p> <ol style="list-style-type: none"> <li>1. Awareness of principal academic theories related to journalism from sociology, cultural studies, political science, media theory and other relevant disciplines</li> <li>2. Awareness of the history of journalism and media</li> <li>3. Awareness of the key debates and issues surrounding contemporary journalism and media</li> <li>4. Familiarity with the full range of journalistic genres and publication platforms</li> <li>5. Ability to interpret and critique journalism through: its work practices; its organisations, and their economic, cultural and historical definition; its different international contexts; its semiotic conditions of knowledge production; and its rapidly changing technological environments</li> </ol> <p><b>Intellectual</b></p> <ol style="list-style-type: none"> <li>6. Ability to understand and critique theoretical arguments</li> <li>7. Ability to apply abstract theoretical principles to practical, contemporary contexts</li> <li>8. Ability to distinguish and critically compare genres, disciplines and discourses</li> <li>9. Ability to engage in reflexive analysis</li> <li>10. Ability to distil key principles from large bodies of academic and journalistic work</li> <li>11. Ability to gather data and evidence and develop arguments on this basis</li> <li>12. Ability to communicate ideas in different formats, genres and perspectives</li> <li>13. Ability to plan own learning</li> </ol>
----	--

	<p><b>Practical</b></p> <ol style="list-style-type: none"> <li>14. Proficiency in a wide range of journalistic practice, principally writing for the full range of media forms and genres including online or digital journalism</li> <li>15. Familiarity with layout, design, audiovisual production, editing and subediting</li> <li>16. Familiarity and the uses and applications of various forms and technologies of online and digital journalism, including user- and audience-generated content and social media platforms</li> <li>17. Self-sufficiency in skills required for freelancing, including commissioning/pitching, financial management, portfolios, media law, accessing public information</li> <li>18. Skill in communicating ideas in different forms and for different audiences</li> <li>19. Ability to write clearly and concisely both in journalistic and scholarly form</li> <li>20. Ability to form and sustain professional relationships with colleagues and contacts</li> <li>21. Ability to negotiate and interact effectively with journalistic institutions</li> <li>22. Ability to analyse effectiveness of own work</li> </ol> <p><b>Transferable Skills</b></p> <ol style="list-style-type: none"> <li>23. Ability to communicate effectively in different contexts and with different people</li> <li>24. Interpersonal skills such as group participation, constructive criticism, professional collaboration, self-reflection</li> <li>25. Ability to take responsibility for own learning and time management</li> <li>26. Ability to work to deadlines and under pressure</li> </ol> <p>For Foundation Year, see Foundation Year programme specification.</p>
--	--

17	<p><b>Learning, teaching and assessment methods</b></p> <p><b>Learning and Teaching Methods:</b></p> <ul style="list-style-type: none"> <li>• <b>Combined lecture-seminars:</b> The presentation of subject knowledge related to the journalism and media fields is reinforced by frequent interactive discussions. This is tailored to our diverse student body, whose varied life experiences and cultural backgrounds is strong resource in the learning process.</li> <li>• <b>Small group work</b> encourages students to focus on tasks in an interactive, supportive environment, as well as to develop creative, analytical, communicative and interpersonal skills.</li> <li>• <b>Discussion groups</b> are designed to develop skills in critique, analysis and communication.</li> <li>• <b>Tutorials</b> on a one-to-one basis help develop an ability to convey ideas verbally, and to engage in the construction of arguments through interaction with others.</li> <li>• <b>Creative workshops</b> are designed to combine the generation of creative ideas with practical, critical and interpersonal skills.</li> <li>• <b>Practical demonstrations and training</b> across multiple media platforms provides students with the essential portfolio of skills needed for contemporary journalism, while helping them develop abilities to work creatively and collaboratively.</li> <li>• <b>Guest lectures and media-related tours</b> acquaint students with the professional world of journalism, helping to demystify the structures, demands, limitations and possibilities of the profession and the broader media field.</li> <li>• <b>A study-abroad option</b> at the Hogeschool van Amsterdam, as part of the Erasmus+ scheme</li> <li>• <b>Web-based learning</b> augments core face-to-face learning, providing opportunities to access materials at the student’s own pace, carry on interactions with other</li> </ul>
----	---

	<p>students through alternative mediums, and gain valuable skills in web-based interaction and ideas- generation (e.g. through wikis, blogs, tweets, podcasts, discussion forums)</p> <p>Newspaper, periodical and online articles, reviews, features and comment pieces are assessed according to clarity of content, presentation, conciseness and appropriateness for intended audience. Skills in layout, design, audiovisual production, editing and subediting are assessed according to (as relevant) planning, presentation, accuracy, logging of work time, critical reflection, performance under simulated ‘real-world’ conditions and appropriateness for intended medium. Digital and online journalistic skills are assessed according to adaptability and appropriateness for different contexts, with some facility in conceptual layout, design and functionality to be demonstrated.</p> <ul style="list-style-type: none"> <li>• Students’ work in <b>academic courses</b> is assessed with reference to a standard marking criteria similar to other institutions at the University of London and English higher education institutions more generally. Scholarly essays are used across most academic modules, although the assessment expectations for essays evolve on a progressive basis as students advance through the degree. At Level 4, essays are designed to assess descriptive and comparative skills. At Level 5, essays assess contextualisation and application of abstract theories to practical issues and examples. At Level 6 essay assessment emphasises the originality of arguments and engagement with contemporary academic discourse. Aside from essays, however academic modules frequently employ a range of alternative and creative assessments, such as writing exercises, audio-visual presentations, mind maps, conceptual representations and digital media diaries.</li> <li>• <b>Feedback</b> is a critical aspect built into our teaching and assessment. All class tutors give written feedback on coursework. In addition, all BA students are entitled to two 30- minute tutorials per module (one for half modules) in which they may obtain further (oral) feedback. For practical modules this feedback will include assessment of a student’s development according to professional journalistic standards.</li> </ul> <p>For Foundation Year, see Foundation Year programme specification.</p>
--	---

18	<p><b>Programme Description</b></p> <p>The BA Journalism and Media at Birkbeck involves a carefully structured introductory suite of core modules and a very wide choice of options. The early years of the programme ground students in the rapidly-changing field of journalism and media, while later years provide you with an opportunity to develop and explore interests in particular approaches, issues, specialisations and skills. All students also culminate their degree with a Final Year Project: either an 8000 word academic dissertation; or a high-level piece of practical journalism (e.g. extended feature article, magazine design, mini-documentary) accompanied by a 3000 word critical practice essay.</p> <p>The BA Journalism and Media course consists overall of 12 modules of 30 credits each, for a total of 360 credits. The modules are divided into three levels. Students will normally take four modules at Level 4, four modules at Level 5, and four modules at Level 6. Normally they will also be required to have a minimum of seven academic group modules.</p> <p>Optional modules may also be chosen from related BA degrees in Film and Media, Media and Culture and Arts and Media Management. With programme director approval, options may also be selected from another programme at Birkbeck, or taken on an intercollegiate basis at</p>
----	---

	<p>another College of the University of London.</p> <p>Students may also apply to undertake a one-term, full-time programme (equivalent to 30 ECTS or 60 credits at Birkbeck) at the Hogeschool van Amsterdam as part of the Erasmus+ framework. Three programmes are available: International Journalism, Global Trendwatching and Publishing. Participation is open to students who have completed their first year of study and have good academic standing, subject to the approval of the programme director. On passing such a minor at HvA, 60 credits at level 5 will be transferred to a student's transcript and count towards the credits required to graduate from the BA Journalism and Media, normally 30 academic credits and 30 practical credits according to the programme regulations. HvA marks will be converted to Birkbeck marks using a template agreed between the two institutions. Failure to complete any modules undertaken at HvA will result in a student being required to undertake further credits at level 5 at Birkbeck.</p> <p>For Foundation Year, see Foundation Year programme specification.</p>
--	---

19	<b>Programme Structure</b>			
<b>Part-Time programme – 4 years</b>				
<b>Year 1</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
4	FFME007S4	Journalism in British Life	30	Core
4	FFME027S4	Introduction to Journalism Practice	30	Core
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Compulsory
<b>Year 2</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Core
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
<b>Year 3</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
<b>Year 4</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
6	ARMC147S6	Project BA Journalism and Media	30	Core
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
<b>Full-Time programme – 3 years</b>				
<b>Year 1</b>				
<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>*Status</b>
4	FFME007S4	Journalism in British Life	30	Core
4	FFME027S4	Introduction to Journalism Practice	30	Core
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Compulsory
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Core

<b>Year 2</b>				
Level	Module Code	Module Title	Credits	*Status
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
<b>Year 3</b>				
Level	Module Code	Module Title	Credits	*Status
6	ARMC147S6	Project BA Journalism and Media	30	Core
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
<b>Part-Time Decelerated programme – 6 years</b>				
<b>Year 1</b>				
Level	Module Code	Module Title	Credits	*Status
4	FFME007S4	Journalism in British Life	30	Core
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Compulsory
<b>Year 2</b>				
Level	Module Code	Module Title	Credits	*Status
4	FFME027S4	Introduction to Journalism Practice	30	Core
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Core
<b>Year 3</b>				
Level	Module Code	Module Title	Credits	*Status
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
<b>Year 4</b>				
Level	Module Code	Module Title	Credits	*Status
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
<b>Year 5</b>				
Level	Module Code	Module Title	Credits	*Status
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
<b>Year 6</b>				
Level	Module Code	Module Title	Credits	*Status
6		Option (See options list below)	30	Option
6	ARMC147S6	Project BA Journalism and Media	30	Core
<b>Indicative list of Options</b>				
Level	Module Code	Module Title	Credits	Status
5	FFME017S5	Media, Technology and Culture	30	Option
5	FFME063S5	Documentary	30	Option
5	FFME013S5	Journalism and Politics	30	Option
5	FFME029S5	Journalism: Interview Skills and Feature Writing	30	Option
5	ARMC196S5	Media Law and Regulation	30	Option
6	*ERASMUS	International Journalism Minor	60	Option
6	*ERASMUS	Global Trendwatching Minor	60	Option

6	*ERASMUS	Publishing Minor	60	Option
6	ARMC230S6	Memory and Media	30	Option
6	ARMC176S66	Media and Conflict	30	Option
6	ARMC175S6	Principles of Layout and Design	30	Option
6	ARMC173S6	Media, Digitalisation and the City (level 6)	30	Option
6	FFME050S6	Globalisation and Media Cultures	30	Option
6	FFME090S6	Principles of Digital Video and Editing	30	Option
6	ARMC235S6	Advanced Skills in Digital and Networked Media	30	Option

**Status\*:** *CORE* – Module must be taken and passed by student; *COMPULSORY* – Module must be taken, mark can be reviewed at sub-exam board; *OPTIONAL* – Student can choose to take this module

20	<p><b>Regulations</b></p> <ul style="list-style-type: none"> <li>• <b>Admissions</b> This programme adheres to the College Admissions Policy <a href="http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf">http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf</a></li> <li>• <b>Credit Transfer</b> Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning <a href="http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf">http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf</a></li> <li>• <b>Programme Regulations</b> This programme adheres to the College Common Awards Scheme <a href="http://www.bbk.ac.uk/registry/policies/regulations">http://www.bbk.ac.uk/registry/policies/regulations</a></li> <li>• <b>Programme Specific Regulations (or not applicable) N/A</b></li> </ul>
----	---

21	<p><b>Student Attendance Framework - in brief</b></p> <p>The full version of the 'Student Attendance Framework' is available <a href="http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf">http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf</a> .</p> <p><b>Principle</b> Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded.</p> <p><b>Attendance expectation</b> Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations.</p> <p><b>E-Registers</b> All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.</p>
----	--

22	<b>Student Support and Guidance</b>	
	All Birkbeck students have access to a range of student support services, details can be found on our website here: <a href="http://www.bbk.ac.uk/student-services">http://www.bbk.ac.uk/student-services</a>	
23	<b>Methods of Enhancing Quality and Standards</b>	
	<p>The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.</p> <p>For more information please see the Academic Standards and Quality website <a href="http://www.bbk.ac.uk/registry/about-us/operations-and-quality">http://www.bbk.ac.uk/registry/about-us/operations-and-quality</a> .</p>	
24	<b>Programme Director</b>	Professor Tim Markham
25	<b>Start Date (<i>term/year</i>)</b>	Autumn 2008
26	<b>Date approved by TQEC</b>	Spring 2007
27	<b>Date approved by Academic Board</b>	Summer 2007
28	<b>Date(s) updated/amended</b>	June 2017