

PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
'Parent' School (<i>ICE / SAC / SSHS</i>)	SAC
Academic Group (<i>or Cluster if clearer</i>)	JOU
Professional accreditation body (<i>if applicable</i>)	Students are permitted to take National Council for Training of Journalists Diploma exams as additional assessment and content for this is embedded within modules
Final award (<i>eg. BA Hons</i>)	BA (Hons)
Title of programme(s)	Sports Journalism
Subsidiary award(s) (<i>if any</i>)	Certificate of Higher Education Diploma of Higher Education Ordinary Degree
Honours type (<i>Single / Joint / Combined</i>)	Single
Duration and mode(s) of study	3 years; full-time
Month/year of approval of programme	
Start date (<i>this version</i>) (<i>month and year</i>)	September 2019
Periodic review next due (<i>academic year</i>)	
JACS subject code(s) (<i>Level 3</i>) (Please refer to HESA listing on AQO website)	P590
UCAS course code & route code (available from Admissions)	P591
SITS codes (<i>Course / Pathway / Route</i>) (available from Student Administration)	SPJUSH
Delivery venue(s)	Leeds Trinity University

2. Aims of the programme

Module changes – AG 26.1.18

JOU6022 replaced JOU6902; assessment change re JOU5414; JOU4402 replaced by JOU4412 – AG Chair Approval 25.9.18

Addition of module and change of semester for JOU6002 – AG Chair's Action 6.2.19

IA – June 2019

JOU5942 removal of reference to digital skills – AG 3.7.19

JOU4412 no longer contains shorthand – AG 3.7.19

**Rationale and general aims, including what is special about this programme
(from the student's and a marketing perspective)**

The aims of the programme, designed to be consistent with the university's vision and values, are:

1. To provide students with a robust academic framework with regards to the study of sports journalism and other related fields.
2. to develop an understanding of the historical, political and social aspects of the media (news and sport) and its interaction with and impact on society;
3. to provide students with the key theoretical approaches used in the study of journalism;
4. to stimulate an understanding of the ethical issues impacting upon both journalism and society;
5. to prepare students, through the development of an appropriate range of knowledge and skills, for careers in sports journalism or other related fields;
6. to develop a range of transferable skills and to create an awareness of their vocational and academic value;
7. through the development of academic and practical skills, to develop the capacity to undertake and complete independent research, in both an academic and journalistic capacity.

3. Student learning outcomes of the programme

Learning outcomes in terms of:

- **knowledge and understanding (K)**
- **intellectual / cognitive / 'thinking' skills (I)**
- **practical skills specific to the subject (P)**
- **employability skills (E)**

The 'K1', etc codes are used in section 7b) and module descriptors to refer to each of these learning outcomes.

On successful completion of the programme students will have demonstrated:

- K1** Detailed knowledge and understanding of the key historical, political, economic, social and cultural contexts of society, with particular reference to the news media and sports journalism, as well as broader knowledge of related industries.
- K2** An ability to engage with contemporary debates and writings around the role of the news media, in relation to sport in particular, and related industries and their impact on society
- K3** Detailed knowledge of the legal and ethical issues which arise in sports journalism
- K4** An understanding of multimedia and digital platforms, their role in sports journalism and related industries, and their impact on media audiences
- I1** An ability to identify to the relationship between theory and practice in the field of study and to critically analyse the issues which arise out of this
- I2** An ability to appreciate the ethical dimensions of the practice, purposes and effects of journalism and other news-related communication as an occupation
- I3** An ability to carry out academic research in order to analyse and critique the role and impact of journalism, the broader news media and other related fields on society
- I4** Detailed reasoning and critical thinking appropriate to analysis and problem solving and the ability to present a sustained argument on the basis of substantial independent learning

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- P1** The acquisition of specific practical and transferable skills of writing for the news media and the acquisition of multimedia skills relevant to sports journalism and other news-related communication fields
- P2** The effective utilisation of communication skills relevant specifically to sports journalism and more broadly to other news-related communication fields.
- P3** Initiative, inquiry and time-management, both in self-directed and team work

Employability skills

- E1 Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
- E2 Teamworking** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;
- E3 Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;
- E4 Problem-solving** – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
- E5 Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
- E6 Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;
- E7 Application of information technology** – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively.
- E8 Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;

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E9 **Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

See also the learning outcomes for subsidiary awards set out in section 4 below.

3a External benchmarks

Statement of congruence with the relevant published subject benchmark statements

(including appropriate references to any PSRB, employer or legislative requirements)

Learning outcomes for the programme have been cross-referenced to and are consistent with the subject benchmark statements for 'Communication, media, film and cultural studies', as well as the requirements of the National Council for the Training of Journalists and its Diploma in Journalism qualification. This programme is also consistent with the university's Strategic Plan and Learning, Teaching and Assessment Strategy.

The department aims to provide a stimulating learning environment:

- i) By aspiring to match best practice in HE in all aspects of the learning environment.
- ii) By working to simulate and embed professional journalistic practices and standards in all practical modules and to replicate industry practice as far as possible
- iii) By embedding the principle of active learning in its work, providing a challenging and stimulating learning environment for high levels of attainment and developing employability skills in students at all levels of study.

The department aims to provide a distinctive learning experience:

- i) By fostering vocationally oriented aspects of learning wherever possible;
- ii) By engaging students with issues of ethics and values in appropriate curriculum contexts;
- iii) By enabling students to become effective lifelong learners and global citizens.

4. Learning outcomes for subsidiary awards

Guidance	Generic Learning outcomes for the award of <u>Certificate of Higher Education</u>:
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.</p>	<p>On successful completion of 120 credits at Level 4, students will have demonstrated an ability to:</p> <ul style="list-style-type: none"> i) interpret and evaluate data appropriate to Sports Journalism; ii) make sound judgements in accordance with basic disciplinary theories and concepts; iii) evaluate the appropriateness of different approaches to solving problems within the discipline; iv) communicate the results of their work coherently;

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<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4 & 5.</p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4, 5 & 6.</p>	<p>and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.</p> <p>Generic Learning outcomes for the award of <u>Diploma of Higher Education</u>:</p> <p>On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, in addition to the outcomes for a Certificate:</p> <ul style="list-style-type: none"> i) critical understanding of the disciplinary principles of Sports Journalism; ii) application of concepts outside their initial context; iii) use of a range disciplinary techniques; iv) proficient communication of the results of their work; <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or school-based training component.</p> <p>Generic Learning outcomes for the award of an <u>Ordinary Degree</u>:</p> <p>On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, in addition to the outcomes for a Diploma:</p> <ul style="list-style-type: none"> i) an ability to make flexible use of concepts and techniques associated with Sports Journalism; ii) critical evaluation of approaches to solving problems in a disciplinary context; iii) an ability to work autonomously within a structured learning experience; iv) effective communication of the results of their work in a variety of forms; <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or school-based training placements.</p>
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5. Content

Summary of content by theme

(providing a 'vertical' view through the programme)

The BA (Hons) Sports Journalism programme is designed for students who want to develop their skills in this specialist field with a view to a career in it or in related fields, such as PR or social media. It combines a study of key aspects of journalism, both practical and theoretical, with a focus

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on acquiring specialist sports knowledge in both areas. It also has a strong emphasis on producing industry-ready graduates who have the broad and flexible skills required by industry.

The programme is accredited by the NCTJ and all content relevant to the core Diploma exams is embedded in the curriculum. In addition, the programme can deliver options in Court Reporting, Production Journalism and Video Journalism. Students are given the option to take the Diploma exams alongside their degree assessments if they wish.

The practical modules offered have been designed to ensure students are provided with opportunities to develop multi-platform skills, whilst retaining the opportunity to develop specialist areas of knowledge in Level 5 and Level 6. The programme has also been structured to ensure that students can make appropriate links between practical and theory modules, with an emphasis on an 'application' of theory and professionally-required knowledge, particularly media law.

At Level 4, the programme is designed to provide a sound foundation in multiplatform practical and academic skills culminating in a six week professional block where the skills learned can be put into practice. This block has a portfolio-based assessment running through it with students required to work in groups to make short TV news programmes, complete radio bulletin exercises, social media-based assessment and to work in groups to undertake 'patch' reporting and deliver a number of stories to deadline.

During the first semester of the first year, students are introduced to basic news writing and the sourcing and researching of stories. They have the opportunity to use these skills in online, video and audio tasks throughout their first year and are encouraged to develop the flexibility required to deliver journalism across a number of different platforms. The use of social media as a means of researching and disseminating news is introduced from the very start of the course and the programme includes assessments based on the use of social media to report on and participate in major news events. During the second semester, students start working on their specialist sports writing skills.

Students will also be introduced to shorthand, a skill still widely used in industry.

The 60-credit Level 4 Practical Journalism module seeks to develop key news gathering and dissemination skills throughout the year, before giving students an extended opportunity to apply these skills during the end of year integrated assessment block. Part of the project will involve students working with a content management system to deliver a group online project. At Level 5, key professional skills are further explored through a 40-credit Sports Writing module, which looks in depth at the sports reporting cycle and covers practical skills in relation to this. Students will be assessed on the basis of regular 'news day' contributions to a live online project which runs throughout the semester.

The focus on skills to ensure students are industry-ready is also the subject of the 20-credit Professional Development and Placement module. This includes further law teaching, a professional development programme geared towards readiness for work and a six-week placement block in industry.

This should provide an excellent platform which students can use as a springboard for final year practical work, particularly through a substantial final year multiplatform portfolio - the 40-credit Digital Media Portfolio module.

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A knowledge of law as it applies to journalism is also integrated throughout the levels, with court reporting taught at Level 4, defamation at Level 5, in order to ensure legal safety prior to placement. At Level 6, students are taught a much broader range of relevant law and tested on both their depth of knowledge (via an essay on a chosen subject area in semester 1) and their breadth of knowledge (via an exam at the end of Semester 2).

Students study a range of theory modules in relation to sport to give them a depth of understanding of it and its broader context. This starts with Sports History at Level 4 (although students who choose the NCTJ pathway will do Public Affairs instead), Sports, History and Politics as a core module at Level 5, with Issues in Sport available as an option. At Level 6, all students study Off the Field: The Business of Sport and have the option to take Sport and Society.

The ethical dimension of journalism is integrated throughout the core and option modules, starting with an introduction to the regulatory regimes in the Level 4 Media Matters. Ethical issues are covered in all practical journalism modules and a more detailed study of the theoretical issues and debates around ethics is included in Journalism in Society and Journalism in Context.

The programme also ensures that the academic study of journalism runs as a thread throughout the programme, nurturing in students the relevant research, critically reflective and analytical skills. The core academic strand of the programme is through Journalism in Society at Level 4 and Journalism in Context at Level 5. In these modules, students are introduced to the key theories and debates about journalism. The modules are designed so that students work on academic research and academic writing skills, providing a platform for Level 6, where students have to choose one module which involves an extended piece of academic writing. There is also a clear strand relating to sports industries and theory, starting with Sports History at Level 5 and followed by Sports, Politics and History at Level 5 and Off The Field: The Business of Sport at Level 6, which are all core modules.

6. Structure

BA (Hons) SPORTS JOURNALISM (Single Honours)

Duration: 3 years full-time / 6 years part-time

Total credit rating: 360 (180 ECTS)

Level 4 – with effect from September 2019

Core: Students are required to take:

JOU 4942	Media Matters: Law, Regulation and Context	Sem 1	20 credits
JOU 4912	Journalism in Society	Sem 1 & 2	20 credits
JOU 4412	Professional Development and Placement	Sem 1 & 2	20 credits
JOU 4426	Practical Journalism 1	Sem 1 & 2	60 credits

Level 5 – with effect from September 2019

Core: Students are required to take:

SHL 5362	Global Sport	Sem 1	20 credits
JOU 5912	Journalism in Context	Sem 1 & 2	20 credits
JOU 5414	Practical Journalism 2: Sports Writing	Sem 1 & 2	40 credits
JOU 5942	Professional Development and Placement	Sem 1 & 2	20 credits

Option: Students are required to choose 20 credits from:

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JOU 5052	Radio and Podcast for Journalists	Sem 1	20 credits
SHL 5512	Issues in Sport	Sem 2	20 credits
JOU 5972	Television News for Journalists	Sem 2	20 credits
JOU5002	TV and Radio Skills	Sem 1 & 2	20 credits
JOU 5152	Magazine and Feature Writing	Sem 1 & 2	20 credits
JOU 5992	PR in Practice	Sem 1 & 2	20 credits
MFC 5202	Documentary: Theory & Practice	Sem 1 & 2	20 credits

Level 6 – with effect from September 2019

Core: Students are required to take:

JOU 6174	Digital Media Portfolio	Sem 1 & 2	40 credits
JOU 6022	Law for Journalists	Sem 1 & 2	20 credits
JOU 6202	Off the Field: The Business of Sport	Sem 1 & 2	20 credits

Option: Students are required to choose 20 credits from:

JOU 6912	Journalism Research Project	Sem 1 & 2	20 credits
JOU 6454	Journalism Research Project	Sem 1 & 2	40 credits
JOU 6352	Professional Learning Through Work	Sem 1 & 2	20 credits

Students who choose and are accepted for JOU6454 will not need to select any of the following modules. Registration on JOU6454 Journalism Research Project is subject to individual approval by tutors and dependent on the mark profile of the student.

Students who choose JOU6912 or JOU6352 are required to choose a further 20 credits from:

JOU 6972	Television Journalism	Sem 1	20 credits
JOU 6002	Advanced Radio Production	Sem 2	20 credits
SHN 6262	Sport and Society	Sem 2	20 credits
MFC 6142	Advanced Documentary Production for Journalists	Sem 2	20 credits
JOU 6942	Specialist Magazine Writing	Sem 1 & 2	20 credits
BMM 6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
JOU 6992	PR Management	Sem 1 & 2	20 credits
JOU 6522	Public Affairs	Sem 1 & 2	20 credits

From 17/18 Students who are pursuing the NCTJ Diploma in Journalism qualification alongside their degree MUST choose JOU6522 – Public Affairs in order to complete the Diploma

Indicate as applicable:

* There is a prerequisite for enrolment on this module – see section 10.

+ The indicated module(s) are not available to visiting students.

7. Learning, teaching and assessment

7a) Statement of the strategy for learning, teaching and assessment for the programme

The core academic/theoretical modules have been developed and structured to ensure that, from one level to the next, material is offered in a logical, coherent and progressive fashion which fosters student learning and critical understanding of the subject, as well as the development of practical skills.

The curriculum has been designed to ensure that students can make links between their theory and practice modules and, therefore, come to fully understand contemporary media and journalistic institutions and practices. Techniques of research, analysis and evaluation are a distinctive element of higher education. The academic core modules at levels 4 (*Journalism in*

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Society) and 5 (*Journalism in Context*) provide the opportunity for students to learn higher level skills of analysis and critical thinking, as do the sports theory modules (Sports History, Sports, Politics and History, Issues in Sport and Sport and Society).

At Level 4, students are required, through assessment, to show an understanding and application of referencing skills and the ability to research and structure a short essay. At Level 5, students are required to carry out more detailed research in order to produce a research proposal. The production of this proposal provides a platform for progression to Level 6. Those students who select Journalism Research Project at Level 6 will pursue the work outlined in the research proposal. For those who select Professional Learning Through Work at Level 6, the production of the Level 5 proposal will provide them with a framework through which to develop a work-based proposal and, by the end of the year, an accompanying report. This varied provision will suit the differing learning needs and styles of students whilst ensuring all can demonstrate graduate levels of research and analysis.

The programme has been developed in such a way that the amount of independent study increases over the three years. At Level 4 the emphasis is on teaching the basic skills through a mainly core curriculum. Level 5 sees a move towards independent study through the level and a degree of student choice. In Level 6, the emphasis is on learning rather than teaching with students having greater freedom to produce substantial pieces of independent work and managing their own workload in a supportive environment.

Through the practical modules, students focus on developing and strengthening their writing in relation to sports news and the sports reporting cycle, sourcing and researching skills, with a particular focus on online journalism. Students move from producing basic pieces of writing, audio and video at Level 4 to producing more advanced, extensive and sophisticated pieces of journalism at levels 5 and 6, culminating in a major independent online project at Level 6.

In line with industry practice, it is important to ensure that students have multiplatform skills. Online and social media skills are embedded in core modules throughout the programme, reflecting the need for students to be confident in these areas. Through the practical modules, students not only produce content but also work progressively towards a substantial independent online publication in the Level 6 Digital Media Portfolio modules.

The combination of theory and practical modules ensure that students develop an excellent knowledge and understanding of the news media at every level. In addition the professional development strand which runs throughout the programme ensures students understand both context and application of practice and theory.

This starts with an initial professional placement in Level 4 and continues with an additional six-week professional placement at Level 5. The follow-up to the placement requires a substantial piece of academic writing from students, reflecting on their experience and demonstrating their understanding of industry and context. The 40-credit Digital Media Portfolio at Level 6 also includes a mock professional interview as a means of further preparing students for the move to industry and as a way of encouraging the organisation of their professional portfolio prior to graduation.

An understanding of the ethical issues relating to journalism is built into the course throughout the core and option modules and is an important part of both theory and practical modules.

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Group work is an integral part of the programme, in keeping with both the subject benchmarks and the working practices of professional employment. Assessment of group work is informed by good practice across the sector. Wherever group work leads to a group summative mark, an individual report is also required that must include an evaluation of the group work experience.

The programme uses a range of teaching methods but the greatest emphasis is on interactive workshops designed to encourage active engagement and participation. At Level 6, a number of modules utilise individual supervision of major independent projects.

Assessment in the programme in Sports Journalism:

1. uses a variety of written forms and practical activities and productions in order to reflect the academic and vocational elements of the programme;
2. uses a combination of coursework in order to test students' ability to work to different time-scales and within different constraints;
3. uses forms of work which are modelled on related professional practice;
4. is applied to group work only in strictly controlled situations;
5. progressively moves from testing breadth to depth of knowledge, understanding and skills;
6. Where appropriate at higher levels, the programme progressively limits the number of items per module required for assessment.
7. spreads the workload in some modules across the first semester in level 4 to support the transition to HE
8. reflects the university's mission statement by its concern with development and the affirmation of individual learners;
9. achieves effectiveness by means of university procedures, policies and guidelines for design, marking and administration of processes.

At Levels 4, 5 and 6 assessments for 20-credit modules normally have a magnitude equivalent to 4,000 words, although some practical modules are outside of this norm to allow appropriate levels of production to fully develop professional skills and to allow students to showcase the breadth and flexibility of their practical skills to employers.

In determining the assessment for each module consideration was given to the nature of the module and the best means of enabling student to demonstrate they have met the objectives. Assessments in practical modules also take into account the need to reflect industry practice. Assignments will be set carefully to diminish as much as possible the likelihood of students resorting to plagiarism. Checks are built into practical modules to ensure that information in journalistic assignments is genuine and tutors carry out random checks to verify interview information.

Several modules are assessed by portfolio where students are given the opportunity to build their skills through the production of short pieces of work and, at Level 4, to benefit from feedback early on their work.

The National Council for the Training of Journalists' (NCTJ) curriculum is reflected in the programme with regard to Shorthand, Public Affairs and Law and all students studying programmes in the Centre for Journalism can be offered the opportunity to take exams to work towards the Diploma in Journalism.

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8. Entry requirements

Honours degree programmes

Applicants should normally have achieved the following prior to registration for the programme:

5 academic or vocational qualifications, of which at least 2 should be GCE or VCE 'A' levels (or equivalent at level 3) and one should be GCSE English Language at grade C (or equivalent).

Some equivalent qualifications and the current typical offer conditions in terms of UCAS Tariff points are detailed in the undergraduate prospectus. For students whose first language is not English, a pass in an approved test in English is needed, e.g. the International English Language Testing Service (IELTS), with a minimum of 6.0 and with no component below 5.5, or accepted equivalent test. Full details of entry requirements are published by course on the Leeds Trinity website.

All applicants are expected to show an interest in / engagement with the subject area prior to application, eg participation in college newspapers, relevant work experience. All applicants will be expected to be undertake group interview / assessment days at Leeds Trinity.

Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Principles and Guidelines for the Recognition of Prior Learning.

9. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s)

(A certain level of attainment which must be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)

Undergraduate Taught Course Academic Regulations apply.

The 20-credit Professional Development and Placement module is not eligible for condoned failure

10. Prerequisites

Details of modules which must be passed before enrolment on a module at a higher level

JOU 6992 *PR Management* – must pass JOU 5992 *PR in Practice* or equivalent

JOU 6972 *Television Journalism* – must pass JOU 5972 *Television News for Journalists* or JOU 5002 *TV and Radio Skills*

JOU 6162 *Radio Production* – must pass JOU 5102 *Radio Broadcasting* or JOU 5002 *TV and Radio Skills*

MFC 6142 *Advanced Documentary Production for Journalists* – must pass MFC 5202 *Documentary: Theory and Practice* or equivalent

The Level 6 modules assume that students have already gained an appropriate level of knowledge and skills through earlier modules. Where experience can be demonstrated to have been gained on placement or such this may be accepted in lieu of the pre-requisite and these would be dealt with on a case by case basis.

11. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

Shorthand is a competence standard and while every effort will be made to support students with disabilities to acquire this professional skill, there may be instances where alternative assessment is required. This will be dealt with on a case-by-case basis.