



Programme Specification

With effect from: September 2020

A programme specification is the definitive record of your programme of study at the University. It sets out the aims, learning outcomes, and indicative content of the programme. You should read this programme specification alongside the relevant module descriptors and the University's Taught Programme Academic Regulations.

This specification only applies to the delivery of the programme indicated below. The details in this specification are subject to change through the modifications or periodic review processes.

1 Programme name and award

This programme specification relates to the following award(s)

BA (Hons) Journalism and Content Creation

2 Aims of the programme

Rationale and general aims, including what is special about this programme

Facebook has a bigger population than any nation on earth. Around 80% of all smartphone consumption online is video and more than half of people in the UK get their news from social media.

These facts are central to the rationale behind this degree. This programme has been developed for people who want to work within the proliferation of digital platforms that are being developed for individuals, brands, companies, news platforms and pressure groups wanting to build their profile and communicate with the public.

The Journalism and Content Creation course at Leeds Trinity University has three strands. The digital-first practical strand will equip you with key journalistic skills, including how to source, research and compile news stories and features, how to film stories and put together audio packages.

But these practical skills are only part of the picture – content creators also need to have a keen understanding of the broader news media and society in which they are working, and this is where our journalism theory strand comes in. This will help you understand the context in which news is produced, along with the social, ethical and political impact of journalism on society.

The theoretical strand will also help you understand the place the internet has in today's culture as well as enhancing your knowledge of how the business and social context of digital platforms has developed.

A basic knowledge of media law is also integrated at Level 4. We want our students to graduate as journalists with a strong ethical practice and sense of social justice, so ethics are embedded throughout all the practical and theoretical work you will

do, whether that be in terms of regulatory frameworks for industry or questions around widening the range of voices in our media to reflect the society we live in, and providing equality of opportunity across a diverse population. This is a strong thread, for example, that runs through our Journalism & Media Week every year, and is one we want to continue to build on.

There is also a strong emphasis on developing a professional portfolio of work and in providing opportunities for students to put their journalistic skills into practice, particularly through our work placements in the first and second years.

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 digital media;
2. To develop an understanding of the historical, political and social aspects of society and its relationship to the media;
3. To stimulate an understanding of the ethical issues impacting upon both media and society;
4. To prepare students, through the development of an appropriate range of knowledge and skills, for careers in content creation, PR, communications and other related media fields;
5. To prepare students for changing work practices and career pathways including entrepreneurial and freelance media.

3 Level Learning Outcomes

Learning outcomes are expressed in terms of:

- Knowledge and understanding (K)
- Intellectual / cognitive / 'thinking' skills (I)
- Practical skills specific to the subject (P)
- Employability skills (E)

We design assessment tasks to enable you to demonstrate the level learning outcomes for your level of study. To a greater or lesser extent, all level learning outcomes are embedded into each assessment task. This means we can take a more integrated view of your overall performance at a level.

To progress to the next level, or to receive an award, you will need to satisfy the Level Learning Outcomes below and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
Level 6	
K1	Synthesise academic research skills and a critical understanding of the role of media in society to devise, plan and produce a research project.
K2	Demonstrate and apply a critical understanding of media practices, including PR methods and tactics.
I1	Analyse and interpret the results of research into the media sector and draw appropriate conclusions.
I2	Evaluate media practice and critique techniques employed as part of media campaign.

I3	Apply knowledge of media landscape to identify and develop a flexible skillset and adaptable approach to employability.
P1	Apply campaign management and content creation techniques to design effective strategies that deliver organisational objectives.
P2	Synthesise sophisticated editorial & production skills in the production of multimedia content that demonstrates creative storytelling across different platforms and genres including social media.
P3	Apply project management skills to a specific client brief with associated branding, audience targeting and the use of analytics.
Level 5	
K1	Demonstrate knowledge and critical understanding of online informational structures & streams that can be accessed from a range of media sources.
K2	Apply an understanding of legal, regulatory & ethical frameworks to the production of accurate journalistic content.
K3	Apply academic research and study skills to the analysis of factors affecting media in society.
I1	Engage with contemporary debates and writings around the role of the media and its impact on society.
I2	Evaluate, test and recommend media distribution platforms and channels discerning between mobile websites, browsers and mobile apps.
I3	Analyse the skills required by employers in the media sector to evaluate own strengths and target a specific career pathway.
P1	Apply digital narrative skills across different platforms to create branded and non-branded content.
P2	Apply technical production skills across a range of media including photography, video, audio and design.
P3	Synthesise editorial and production skills to produce journalistic content across a range of platforms and genres such as social media, features, magazines, online, TV & radio.
Level 4	
K1	Demonstrate knowledge and understanding of the role of journalism in society.
K2	Identify the basic legal and regulatory frameworks within which the media operate, and recognise some of the ethical issues that may impact on the practice of journalism.
K3	Demonstrate an understanding of basic academic research and study skills.
I1	Examine some of the issues and debates surrounding contemporary journalism & content creation.
I2	Recognise the needs and characteristics of different audiences and platforms, and how these impact on journalistic practice.
I3	Identify the skills required by employers in the media sector, and apply this as a framework for a chosen placement pathway.
P1	Identify relevant journalistic sources and use interview techniques to elicit information and quotes.
P2	Construct accurate journalistic content in an appropriate style for online, TV and radio.

P3	Demonstrate a basic competence in factual online, audio, video and television production, location recording and editing.
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Employability Outcomes

Employability skills are embedded and assessed throughout your programme. Therefore, we use a generic set of employability outcomes at all levels of study.

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	Team-working – 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 and use 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;
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.

3.1 External Benchmarks

Statement of congruence with the relevant external benchmarks

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.

4 Indicative Content

Summary of content by theme

The BA (Hons) Journalism and Content Creation programme is designed for students who want to develop their skills in this specialist field with a view to a career in content creation 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 on acquiring specialist communications 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.

Throughout Level 4 you will be learning the common skills needed to become a well-rounded communicator. You will be introduced to basic news writing and the sourcing and researching of stories. You will have the opportunity to use these skills in online, video and audio tasks throughout your first year and are encouraged to develop the flexibility required to deliver journalism across several different platforms. You will also have a 6-week placement within industry to complete – to test out your knowledge and skills so far.

In Level 5 you will have another chance for a 6-week placement and you will build on your content creation skills, further enhancing your ability to create material – these will include honing your radio, TV and Social Media skills - and applying them to real world scenarios.

During Level 6, you will be focussing on more independent study, while using the skills you have learned for your final year practical work, particularly through the Public Relations and Final Project modules.

Learning and teaching at LTU provide our students with a curriculum and pedagogy that are diversity-informed. We deliver content enriched by contemporary research, knowledge exchange, international perspectives and professional practice experiences from individuals from a range of ethnic backgrounds.

Our reading lists and resources include a range of BAME authors and scholars, complimented by an academic teaching team with diverse interests and influences across LTU. Our partnerships and employers represent a broad spectrum of our diverse communities. This embedding of race equality supports the inclusivity strand of the Learning, Teaching and Assessment strategy, underpinned by the collective work of both our Learning and Teaching and Equality, Diversity and Inclusion Committees, which are dedicated to enhancing the BAME student experience and eliminating differential outcomes.

5 Programme Structure

Programme Structure – BA (Hons) Journalism and Content Creation			
Duration	3 years full-time		
Total credit rating	360 (180 ECTS)		
Level 4– With effect from September 2020			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits

JOU4016	Essential Journalism 1	Semester 1	60
JOU4026	Essential Journalism 2	Semester 2	60
Level 5– With effect from September 2021			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU5063	Creating Content	Semester 1&2	30
JOU5013	Online and Social Video	Semester 2	30
JOU5065	Online Community Management	Semester 1	15
JOU5005	Journalism in Context	Semester 2	15
Options: You are required to choose 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
JOU5083	Features and Magazines	Semester 1&2	30
MFC5203	Documentary: Concept to Practice	Semester 1&2	30
JOU5073	Radio and Podcasting	Semester 1	30
JOU5043	Pitchside	Semester 2	30
Level 6– With effect from September 2022			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU6003	Final Project	Semester 1&2	30
JOU6043	PR and Promotions	Semester 1&2	30
Options: You are required to choose 60 credits from the following modules			
Module Code	Module Title	Semester	Credits
JOU6073	Public Interest Reporting	Semester 1&2	30
MFC6043	Advanced Documentary	Semester 1&2	30
JOU6053	TV and Social Media	Semester 1	30
JOU6063	Advanced Audio Production	Semester 2	30

5.1 Pre-requisites

Modules which must be passed before enrolment to a module at a higher level

N/A

6 Learning, Teaching and Assessment

The University's Learning, Teaching and Assessment Strategy informs the design of your programme. You can find more information about learning, teaching and assessment for your programme within the relevant Assessment Handbooks.

7 Entry requirements

Honours degree programmes (Level 4, 5 and 6)

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

5 academic qualifications, of which at least 2 should be level 3 qualifications equivalent to A2 and must also include GCSE grade C or 4 or above in English Language (or equivalent qualification). However, in some cases there may be additional special requirements, for example for ITT programmes or when the entry criteria are specified by an accrediting body. All required GCSEs will be listed by programme on the University website.

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 Recognition of Prior Learning Guidelines and Procedure.

8 Additional support needs

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.

Programme-specific requirements / unavoidable restrictions on participation in the programme

N/A

9 Technical Information

Awarding Body / Institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
Parent School	School of Communication, Business and Law
Department	Communication
Professional accreditation body	None
Final award	BA (Hons)
Title of programme(s)	Journalism and Content Creation

Subsidiary award(s)	Certificate of Higher Education in Journalism and Content Creation Diploma of Higher Education in Journalism and Content Creation Ordinary Degree in Journalism and Content Creation
Honours type	Single
Duration and mode(s) of study	3 years; full time
Month/year of approval of programme	August 2020
Periodic review due date	TBC
HECoS subject code(s)	100442
UCAS course code and route code	UCAS Course Code: P502. Route Code: JOUCNCR
SITS codes	JOUCNCR for Journalism and Content Creation JOUCCFY Journalism and Content Creation with Foundation Year in Journalism Studies
Delivery venue(s)	Leeds Trinity University