

Programme Specification

With effect from: September 2021

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

2 Aims of the programme

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

Journalism at Leeds Trinity University is designed to equip you with the skills to enter this ever-evolving industry. You will learn how to source, research and compile content across a range of platforms. You will gain an understanding of the broader news media and society, helping you to understand the context in which news is produced along with the social, ethical and political impact of journalism today.

You will also learn Media law and relevant regulatory standards to ensure you stay on the right side of the law whilst working. 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 wider 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 a strong emphasis on developing a professional portfolio of work and in providing opportunities for students to put their journalistic skills into practice, through work placements, and in-house news days.

The course aims are to:

- Develop a coherent and up-to-date knowledge of journalism using a range of existing and emerging platforms and methods
- Develop up-to-date and future-proofed practical journalism skills using a range of existing and emerging platforms and methods
- Increase understanding of a range of concepts, theories and approaches appropriate to the study of journalism production and impact
- Apply these skills in critical analysis, research, production and communication appropriate to the learning tasks set
- Offer candidates the opportunity to gain additional qualifications in line with professional accreditation and industry standard.

3 Level Learning Outcomes and Employability 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 and relevant Employability Outcomes for your level of study. To a greater or lesser extent, all Level Learning Outcomes at each level of your study are embedded in the assessment task(s) at that level. 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 relevant Employability Outcomes and achieve credit as per the Taught Programme Academic Regulations.

| Level Learning Outcomes | |
|-------------------------|---|
| 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 |
| I2 | Recognise the needs and characteristics of different audiences and platforms, and how these impact on journalistic practice |

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| 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 |
| Level 5 | |
| K1 | Demonstrate knowledge and critical understanding of the structures and processes of national & local government and public services in the United Kingdom |
| 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 journalism in society |
| I1 | Engage with contemporary debates and writings around the role of the media and its impact on society |
| I2 | Identify differing audience & platform needs and apply to the production of journalism |
| I3 | Analyse the skills required by employers in the media sector to evaluate own strengths and explore a potential career pathway |
| P1 | Use news reporting skills to source and write accurate, original stories that adhere to news writing conventions |
| P2 | Apply video recording & editing skills to produce content that adheres to online video journalism & social media conventions |
| 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 6 | |
| K1 | Synthesise academic research skills and a critical understanding of the role of journalism in society to devise, plan and produce a research project |
| K2 | Apply an in-depth, critical understanding of legal, regulatory & ethical frameworks to the production of journalistic content to industry standards, including court reporting |
| I1 | Analyse and interpret the results of research into the media sector and draw appropriate conclusions |

JOU6073 title change to 'Shorthand' – SB Approval January 2022

JOU6063 to be delivered twice each year, if necessary – School Board CA Approval February 2022

Level 6 Placement Changes – Central Scrutiny Group approval May 2022.

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| I2 | Apply a knowledge of different audience & platform needs in the development of sophisticated story treatments, and evaluate their effectiveness through the use of analytics |
| I3 | Interpret the requirements of a changing media sector to plan and develop career pathway |
| I4 | Apply knowledge of media landscape to identify and develop a flexible skillset and adaptable approach to employability |
| P1 | Apply in-depth newsgathering & reporting skills to source original journalistic content and interviews from a range of sources |
| P2 | Synthesise sophisticated editorial & production skills in the production of multimedia content that demonstrates creative storytelling across different platforms. |
| P3 | Apply project management skills to develop and run an online platform with associated branding and audience targeting |

Employability

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

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| 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; |

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| 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. |

4 External Benchmarks

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| <p>Statement of congruence with the relevant external benchmarks</p> <p>All Leeds Trinity University programmes are congruent with the Framework for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) / National Qualification and Credit Framework (NQF).</p> <p>QAA subject benchmark statement: Communication, Media, Film and Cultural Studies.</p> <p>The programme is accredited by the National Council of Training for Journalists (NCTJ) and, as such, delivers training to industry recognised standards.</p> |
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5 Indicative Content

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| <p>Summary of content by theme</p> |
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Level 4 will see all journalism undergraduate students taking part in two 60-credit modules which will teach basic journalism skills required on each of the programmes offered by the department: journalism, broadcast journalism, sports journalism and journalism and content creation. The skills taught during this year will include essential elements of media law, practical journalism skills including news writing, producing content for multimedia platforms, TV and radio studio work, theoretical teaching of journalism's place in society, academic skills delivery, ethics and professional development. Industry standard elements will be introduced at this stage, including tasters for shorthand to encourage those students wishing to take this as an option further down the line.

This foundation will allow an introduction to the essential skills required on all pathways and will help you identify specific areas of interest and development as well as delivering the core teaching and learning required. Assessments will include ongoing formative and summative assessment throughout the year.

Level 5 core subjects will further develop the newswriting and multimedia journalism skills delivered in Level 4 in practical sessions. These modules, which include radio and podcasting and social media and video, will include NCTJ assessment. There will also be a theoretical element which further develops academic skills such as application of academic theory, critical analysis, research and impact and literature and referencing. Mandatory work placement will also form part of the year's core delivery.

Level 6 core delivery includes media law and a learning through work project, which will test your professionalism, practical skills and critical analysis. These modules will include NCTJ assessment for completion of the diploma. Optional modules will include a final project of a research project with academic elements or a practical journalism artefact and modules designed to help you hone your skills in specific subject areas such as broadcast, documentary and features or gain additional industry-specific skills such as PR. The Public Interest Reporting module will also include NCTJ assessment for court reporting and shorthand in addition to the diploma credit requirement.

6 Programme Structure

| Programme Structure – BA (Hons) Journalism | | | |
|---|-------------------------|------------|---------|
| Duration | 3 years full-time | | |
| Total credit rating | 360 credits (ECTS: 180) | | |
| Level 4 – With effect from: September 2021 | | | |
| 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 | | | |

JOU6073 title change to 'Shorthand' – SB Approval January 2022

JOU6063 to be delivered twice each year, if necessary – School Board CA Approval February 2022

Level 6 Placement Changes – Central Scrutiny Group approval May 2022.

| Core: You are required to take the following modules | | | |
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| Module Code | Module Title | Semester | Credits |
| JOU5015 | Public Affairs | Semester 1 | 15 |
| JOU5073 | Radio and Podcasting | Semester 1, 2 (twice each year) | 30 |
| JOU5005 | Journalism in Context | Semester 2 | 15 |
| JOU5013 | Online and Social Video | Semester 2 | 30 |
| JOU5003 | Reporting Skills | Semester 1 & 2 | 30 |
| Level 6 – With effect from: September 2023 | | | |
| Core: You are required to take the following modules | | | |
| Module Code | Module Title | Semester | Credits |
| JOU6093 | Professional Learning Through Work | Semester 1 & 2 | 30 |
| JOU6013 | Advanced Digital Journalism | Semester 1 & 2 | 30 |
| JOU6023 | Media Law and Regulation | Semester 1 & 2 | 30 |
| Options: You are required to choose 30 credits from the following modules | | | |
| Module Code | Module Title | Semester | Credits |
| JOU6043 | PR and Promotions | Semester 1 & 2 | 30 |
| JOU6073 | Shorthand | Semester 1 & 2 | 30 |
| JOU6053 | TV and Social Media | Semester 1 | 30 |
| JOU6063 | Advanced Audio Production | Semester 1 or 2 (normally S2 but if numbers too great, non-Broadcast Journalism students to take in S1) | 30 |
| JOU6003 | Final Project | Semester 1 & 2 | 30 |

7 Pre-requisites

Modules students must study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award

N/A

8 Learning, Teaching and Assessment

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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 (including information on Integrated Assessment) within the relevant Assessment Handbooks.

9 Entry requirements

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| Do the University's standard entry requirements apply? | Yes |
| Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable) | N/A |

10 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.

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

11 Technical Information

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| Awarding Body / Institution | Leeds Trinity University |
| Teaching institution | Leeds Trinity University |
| Parent School | Faculty of Business, Computing and Digital Industries |
| Department | School of Digital and Screen Media |
| Professional accreditation body | NCTJ |
| Final award | BA (Hons) |
| Title of programme(s) | Journalism |

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| Subsidiary award(s) | Certificate of Higher Education in Journalism Diploma of Higher Education in journalism Ordinary Degree in Journalism |
| Honours type | Single |
| Duration and mode(s) of study | 3 years; full-time |
| Month/year of approval of programme | December 2020 |
| Periodic review due date | TBC |
| HECoS subject code(s) | 100442 |
| UCAS course code(s) | P501 |
| SITS route codes | JOURNSH |
| Delivery venue(s) | Leeds Trinity University |

12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and Employability Outcomes are assessed at module level and ensure that students are assessed in all Level Learning Outcomes at each level of their study. Students might not be assessed in all Employability Outcomes at each level of study. However, all Employability Outcomes will have been assessed by the end the programme.

| Level 4 | Assessed level learning outcomes | | | | | | | | | Skills development | | | | | | | | |
|--|---|---------------------------------|------------------------------------|-------------------------|-------------------------|-------------------------------|---|-----------------------------------|-------------------------------|---------------------------|-------------|-----------------------------|-----------------|---------------|-------------------------|-------------------|-------------------------------|------------------------------------|
| <i>Adjust LO codes as necessary. ↓</i> | K1 | K2 | K3 | I1 | I2 | I3 | P1 | P2 | P3 | E1 | E2 | E3 | E4 | E5 | E6 | E7 | E8 | E9 |
| Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these. | Journalism in Society | Legal and Regulatory Frameworks | Academic Research and Study Skills | Contemporary Journalism | Audiences and Platforms | Employers in the Media Sector | Journalistic Sources and Interview Techniques | Constructing Journalistic Content | Production and Editing Skills | Self-management | Teamworking | Business & sector awareness | Problem-solving | Communication | Application of numeracy | Application of IT | Entrepreneurship / enterprise | Social, cultural & civic awareness |
| JOU4016 Essential Journalism 1 | | | | | | | | | | | | | | | | | | |
| JOU4026 Essential Journalism 2 | | | | | | | | | | | | | | | | | | |

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| Level 5 | Assessed level learning outcomes | | | | | | | | | Skills development | | | | | | | | |
|--|---|---------------------------------|------------------------------------|-----------------------------------|-------------------------|-------------------------------|------------------|------------------------------------|---------------------------------|---------------------------|-------------|-----------------------------|-----------------|---------------|-------------------------|-------------------|-------------------------------|------------------------------------|
| <i>Adjust LO codes as necessary. ↓</i> | K1 | K2 | K3 | I1 | I2 | I3 | P1 | P2 | P3 | E1 | E2 | E3 | E4 | E5 | E6 | E7 | E8 | E9 |
| Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these. | Online Informational Structures and Streams | Legal and Regulatory Frameworks | Academic Research and Study Skills | Contemporary Debates and Writings | Audiences and Platforms | Employers in the Media Sector | Reporting Skills | Video Recording and Editing Skills | Editorial and Production Skills | Self-management | Teamworking | Business & sector awareness | Problem-solving | Communication | Application of numeracy | Application of IT | Entrepreneurship / enterprise | Social, cultural & civic awareness |
| JOU5015 Public Affairs | | | | | | | | | | | | | | | | | | |
| JOU5073 Radio and Podcasting | | | | | | | | | | | | | | | | | | |
| JOU5005 Journalism in Context | | | | | | | | | | | | | | | | | | |
| JOU5013 Online and Social Video | | | | | | | | | | | | | | | | | | |
| JOU5003 Reporting Skills | | | | | | | | | | | | | | | | | | |

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| Level 6 | Assessed level learning outcomes | | | | | | | | | Skills development | | | | | | | | |
|--|---|------------------------|------------------------------|--------------------------------|--|--|---|--|----------------------------------|---------------------------|--------------------|--|------------------------|----------------------|--------------------------------|--------------------------|--------------------------------------|---|
| <i>Adjust LO codes as necessary. ↓</i> | K1 | K2 | I1 | I2 | I3 | I4 | P1 | P2 | P3 | E1 | E2 | E3 | E4 | E5 | E6 | E7 | E8 | E9 |
| Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these. | Academic Research Skills | Media Practices | Media Sector Research | Audiences and Platforms | Media Sector and Career Pathway | Media Landscape, Identity and Employability | Newsgathering and Reporting Skills | Editorial and Production Skills | Project Management Skills | Self-management | Teamworking | Business & sector awareness | Problem-solving | Communication | Application of numeracy | Application of IT | Entrepreneurship / enterprise | Social, cultural & civic awareness |
| JOU6093 Professional Learning Through Work | | | | | | | | | | | | | | | | | | |
| JOU6013 Advanced Digital Journalism | | | | | | | | | | | | | | | | | | |
| JOU6023 Media Law and Regulation | | | | | | | | | | | | | | | | | | |
| JOU6043 PR and Promotions | | | | | | | | | | | | | | | | | | |
| JOU6073 Shorthand | | | | | | | | | | | | | | | | | | |
| JOU6053 TV and Social Media | | | | | | | | | | | | | | | | | | |
| JOU6063 Advanced Audio Production | | | | | | | | | | | | | | | | | | |
| JOU6003 Final Project | | | | | | | | | | | | | | | | | | |

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