



PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
Professional accreditation body <i>(if applicable)</i>	National Council for the Training of Journalists (NCTJ)
Final award <i>(eg. BA Hons)</i>	Postgraduate Diploma / MA
Title of programme(s)	Magazine Journalism
Subsidiary award(s) <i>(if any)</i>	
In the case of a Scheme of Study, the other Scheme(s) with which it may be combined	n/a
Duration and mode(s) of study	
Start date <i>(this version) (month and year)</i>	January 2014
Periodic review next due <i>(acad. year)</i>	2013-14
UCAS course code & code name	
Delivery venue(s)	LTU

2. Aims of the programme

Rationale and general aims
<p>At PG Diploma Level: To produce new entrant multimedia journalists who are highly competent in the application of writing for both print and online magazine formats, producing video and audio suitable for digital media; with high levels of technical, organisational and social skills; who are fully conversant with UK media law and regulation and the workings and structures of British government; and who are appreciative of the social role of journalism and its associated ethical responsibilities.</p> <p>At MA Level: All the above plus the advanced application of the practical skills, knowledge, understanding and reflection.</p>

3. Student learning outcomes of the programme

Learning outcomes in terms of:
<ul style="list-style-type: none"> – knowledge and understanding (K) – intellectual / cognitive / 'thinking' skills (I)

- **physical skills specific to the subject (P)**
- **employability skills (E)**

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

Programmes of study should incorporate the generic learning outcomes set out below. With the exception of the employability skills, which should be kept intact, course proposers should enhance, embed, contextualise and/or make these learning outcomes more specific as appropriate.

On successful completion of the programme students will have demonstrated:

- K1 Effective acquisition and utilisation of professional skills in a magazine newsroom setting and in the production of artefacts;
- K2 High levels of competence in research and writing and in the application of technical skills appropriate to magazines;
- K3 Knowledge and understanding of UK media law, regulation, ethical principles and issues and of British government;
- I1 Secure use of analytical techniques appropriate to the discipline, particularly in terms of ethical decision making and the consideration of all types of content and information for dissemination to audiences;
- I2 Critical evaluation of approaches to solving problems in a disciplinary context, particularly the social and ethical consequences of news-gathering, production and dissemination;
- I3 Effective and sustained communication of the results of research in relation to the discipline
- I4 Understanding of the limits of their knowledge and the consequent influence on content produced for audiences;

In addition, on successful completion of the MA, students will be able to:

- I5 Practically apply professional skills to a major body of work and critically evaluate the learning process through the production of artefacts
- P1 An ability to produce written material for magazine print and digital platforms
- P2 An ability to produce video, audio and photographic content for magazine digital platforms
- P3 An ability to take and transcribe shorthand notes
- P4 An ability to apply media law knowledge to practical situations and make legally safe decisions in relation to reporting and publication
- P5 Practical use of content management systems and social media sharing platforms

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 a 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;

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 generic learning outcomes for subsidiary awards set out in section 4 below.

Statement of congruence with the relevant published subject benchmark statements (including appropriate references to the FHEQ and any PSRB, employer or legislative requirements)

All new programme submissions should be accompanied by copies of external advisory and regulatory documents relevant to the programme.

The aims and objectives are congruent with the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008). The programme aims and objectives are also consonant with the benchmark statement for Communication, Media, Film and Cultural Studies (2008)

The aims and objectives are also in line with the requirements of the National Council for the Training of Journalists, in particular its Diploma in Journalism Qualification.

4. Content

Summary of content by theme

(providing a 'vertical' view through the programme)

This programme is designed to provide students with the skills, knowledge and understanding to enable them to enter a highly competitive marketplace as skilled, legally aware journalists with the professional skills relevant for higher level practice.

The Postgraduate Diploma in Journalism comprises five modules covering:

1) News Skills – the core skills of journalism regardless of the medium, including training in the taking of shorthand to a minimum of 80wpm;

2) Law, Ethics and Regulation – the knowledge required to be legally safe, operate within regulatory frameworks and make ethically sound decisions relating to professional practice;

- 3) Live Production – technical, production and narrative skills;
- 4) Public Affairs – the knowledge of British local and national government
- 5) Professional Placement of not less than four weeks in one or more professional news organisations

The MA in Journalism consists of one module which requires the production of a self-directed portfolio of professional artefacts, along with an accompanying critical reflection.

5. Structure

EXAMPLE:

Print Journalism

Duration: PG Diploma 1 year full-time
MA Six months part-time to complete the professional portfolio

Total credit rating: PGD 120 credits
MA 180 credits

For the PG Diploma, candidates are required to take:

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JOU7013	News Skills (Magazine)	30 credits
JOU7043	Law, Ethics and Regulation	30 credits
JOU7083	Live Production	30 credits
JOU7123	Professional Placement	10 credits
JOU7132	Public Affairs	20 credits

For the MA, candidates are also required to take:

JOU7186	Research Methods and Dissertation	60 credits
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6. Learning, teaching and assessment

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

The programme is consistent with the University Learning, Teaching and Assessment Strategy for 2012-15 as follows:

- 1) It has an emphasis on student-centred learning
- 2) There is a strong emphasis on ensuring students fully develop their academic and professional potential
- 3) Teaching is informed by constant engagement with / research into industry-standard practice
- 4) The development of industry-standard professional employment skills is at the heart of the programmes
- 5) Through its fostering of links with employers

Entrants to the programme come from a broad range of disciplines and backgrounds and the programme is designed to provide an interactive learning experience and to be professionally relevant, academically coherent and challenging, with formative and summative feedback provided throughout the programme to monitor progress, support learning and allow time for reflection,

evaluation and enhancement.

Teaching methods relate specifically to module objectives. Workshops form the key mode of delivery and the emphasis throughout is on interactivity. Links are made between modules to ensure students can make the connections between discrete elements and bring together their learning experience.

Teaching is structured into four blocks, with block 1 providing the key skills and knowledge which are built on in subsequent blocks. The bulk of summative assessment is completed by the end of block three, with students then able to concentrate on live production, including production of a local news website and TV news programme.

Theory into practice is demonstrated through the live production projects which start in block 2 and increase in scope and intensity. The live production emulates the professional newsroom environment with students having to take on a range of different roles.

Considerable care is taken in the selection of students for placements to ensure compatibility with the ethos and output of the host organisation. Normally, every student is visited on placement by the programme leader or nominee and the meeting takes the form of an appraisal tutorial. On rare occasions when a visit is not possible, the progress of students is monitored through regular contact between the tutor, student and placement host.

Ethics is a key feature of the programme and is explicit within the Law, Ethics and Regulation module and in the News Skills and Live Production modules.

A balance is struck between the high level skills required of an M level programme (as demonstrated through modules 1, 2 and 4) and the high level practical/professional skills required for a career in journalism (as demonstrated through modules 1, 3 and 5). The balance ensures the academic integrity of the provision and the professional integrity as defined by the NCTJ and acknowledged through its accreditation process.

Assessment methods are determined on the basis of what most effectively enables students to demonstrate they have met the module objectives. Assessments are staggered through the programme but most take place in the first six months, with the Live Production portfolios / artefacts being handed in towards the end of the programme.

Assessment criteria have been specified for each form of assessment and are published to students. The overriding principle applied to assessment is that students must be able to demonstrate they have a 'safe' knowledge in order to pass the module – that is they can demonstrate they have acquired the knowledge and skills to act as an effective journalist, safe with regard to law, issues of regulation and ethical practice.

7b) Module details

Module number and name <i>Include both as shown below</i>	Learning and teaching methods <i>These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study & Placement/study abroad.</i>	Assessment				Teaching staff (Module co-ordinator shown as first name, in bold script)	Venue (if not Leeds Trinity premises)
		Component form <i>Each must be easily classifiable into one of the three KIS categories of Written exams, Coursework & Practical exams.</i>	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
JOU7013 News Skills (Magazine)	Workshops, tutorials, shorthand classes	Portfolio Shorthand – minimum 50wpm	1 x 3,000 words 1 x 2,000 words	100% Pass / Fail	End of first block During block 2	Lisa Bradley Paul Marsden Richard Horsman Lindsay Eastwood Mollie Whiteley	
JOU7043 Law, Ethics and Regulation	Lectures Workshops Court visits	Law tutorials reflective report Unseen paper (NCTJ Essential Media Law exam) Essay	500 words 1 x 2.5 hours 3,000 words	10% 50% 40%	Block 1 Block 2 Block 2	Nigel Green Paul Marsden	
JOU7083 Live Production (Magazine)	Workshops Live newsroom practice	Portfolio	1 x 6000 words	100%	Block 4	Lisa Bradley Paul Marsden	
JOU7123 Professional Placement (Magazine)	Placement within news organisation		4 weeks minimum				

Dissertation



7. Entry requirements

A strong rationale must be provided for any deviation from the following norms; as a minimum, the "Other non-certificated requirements..." section must be completed:

Honours degree programmes
<p>Applicants should normally have achieved the following prior to registration for the programme:</p> <p>5 academic or vocational qualifications, of which at least 2 should be GCE 'A' levels (or equivalent at level 3) (<i>including X</i>) and one (<i>two/three</i>) should be GCSE English Language (<i>and X</i>) at grade C (or equivalent).</p> <p>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, eg. the International English Language Testing Service (IELTS) and the Test of English as a Foreign Language (TOEFL).</p> <p><i>Other non-certificated requirements...</i></p> <p>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 Accreditation of Prior Learning.</p>

OR:

Foundation degree programmes
<p>An enabling access policy operates with regard to age, gender and disability. It is anticipated that, due to the vocational nature of the programme, applicants will come from diverse educational backgrounds. Some might have limited formal qualifications and others could possess first degrees or even postgraduate awards.</p> <p>Students wishing to enter the Programme at Level 4 must demonstrate their ability to matriculate. All students require GCSE English Language at grade C (or equivalent), for example Level 2 literacy basic skills. In addition students will normally have one GCE or VCE 'A' Level (or equivalent at level 3) or an appropriate professional or vocational qualification deemed by Leeds Trinity to be equivalent.</p> <p>For students whose first language is not English a pass in an approved test in English is needed, eg. the International English Language Testing Service (IELTS) and the Test of English as a Foreign Language (TOEFL).</p> <p>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 Assessment of Prior Learning (APL) procedures. For students to whom this does not apply, matriculation can be achieved through successful completion of Leeds Trinity's mature matriculation paper or enrolment on one Level 4 core module from the programme as an Associate Student. Upon successful completion of the module, the student will formally progress to the full programme, transferring the 20 credits.</p> <p><i>Other certificated and non-certificated requirements...</i></p> <p>Applicants should be 18 or over and will normally have significant prior experience of working The context of their working role must involve supporting children and/or young people's learning. They must be working in an environment that enables them to engage fully in the work-related application of the learning and skills acquisition, for 50% of the time for the duration of the programme. This can be in a paid or voluntary capacity.</p> <p>Confirmation from the applicant's employer or supervisor supporting the application will normally be required. This will need to confirm the applicant's suitability (eg. appropriate CRB check) and</p>

must confirm that they are able to meet the requirements of the work-based tasks. Self-employed applicants must state in writing that they are able to meet the requirements of work-based tasks. They will be required to provide a reference from a professional person who has known the applicant for a minimum of two years and can confirm the applicant's suitability and work experience.

In order to promote the active involvement of employers it is expected that a mentor will be identified by the employer to support work-based tasks and learning. This ensures compliance with the design of Foundation Degrees described in the QAA Foundation Degree benchmark document (2010) and with the UK Quality Code for HE chapter B3: *Learning and Teaching*.

OR:

Postgraduate programmes

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

A good honours degree in a relevant subject (or equivalent).

For PG ITT: GCSE English Language and Mathematics at grade C (or equivalent).

For students whose first language is not English a pass in an approved test in English is needed, eg. the International English Language Testing Service (IELTS) and the Test of English as a Foreign Language (TOEFL).

Other non-certificated requirements...

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 Accreditation of Prior Learning.

8. 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, eg. exclusion of Level 4 module marks from Foundation Degree classification)

Specify clearly whether any requirement applies to the final award only or to any subsidiary award(s) as well.

9. Prerequisites

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

Include the rationale which justifies imposition of the prerequisite(s) and the mark/grade required.

10. External examining arrangements

External examining arrangements

(eg. joint with another programme – extended duties for someone already in post – or separate, single/multiple examiners; if multiple examiners, which subjects / types of module are to be allocated to each)

11. Additional information

Details regarding arrangements in respect of any special features of the programme/scheme, (eg. a non-standard delivery pattern, study abroad, a field course, specific work placement, opportunities for onward progression from foundation degrees)

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12. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme
(Key aspects of the Equality Impact Assessment for the Department – see Internal Audit Form NP2G for further details)

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