



## 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 Broadcast Journalism

### 2 Aims of the programme

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

This undergraduate degree has been designed for people who are passionate about broadcast journalism and have a real desire to develop the broadcast journalism skills needed for the industry today.

Broadcast Journalism at Leeds Trinity University is digital-first, giving you the skills to equip you to enter this ever-evolving industry. You will learn how to source, research and compile stories and features, how to film and edit both on-the-go with MOJO (mobile journalism) skills and for more considered pieces in the TV and radio studio. 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 OFCOM to ensure you stay on the right side of the law whilst broadcasting and publishing online. 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 aims of the course, approved by the industry accreditation body, the Broadcast Journalism Training Council, are to:

- Develop a coherent and up-to-date knowledge of broadcast journalism using a range of existing and emerging platforms and methods
- Develop up-to-date and future-proofed practical broadcast 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 broadcast 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 as set by the NCTJ or in line with NCTJ and industry standard
- Meet BJTC accreditation requirements.

### 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.

<b>Level Learning Outcomes</b> Choose a level. Start with the 'award' level, e.g. 6 for UG programmes and work backwards	
<b>Level 6</b>	
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
I2	Apply a knowledge of different audience & platform needs in the development of sophisticated story treatments
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 and genres including social media
<b>Level 5</b>	
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 target a specific career pathway
P1	Use news reporting skills to source and write accurate, original stories that adhere to news writing conventions
P2	Apply broadcast skills to produce content that adheres to online, broadcast & 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
<b>Level 4</b>	
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
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 broadcast 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

### **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	<b>Self-management</b> – 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	<b>Team-working</b> – 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	<b>Business and sector awareness</b> – 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	<b>Problem-solving</b> – 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	<b>Communication</b> – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
E6	<b>Application of numeracy</b> – 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	<b>Application of information technology</b> – 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	<b>Entrepreneurship/enterprise</b> – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
E9	<b>Social, cultural &amp; civic awareness</b> – 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

QAA subject benchmark statement: Communication, media, film and cultural studies.

The programme is accredited by the Broadcast Journalism Training Council (BJTC) and as such, delivers training to industry recognised standard as set by the BJTC.

## 4 Indicative Content

#### Summary of content by theme

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, sport 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, professional development and work placement. Industry standard elements as defined by the BJTC, will be introduced at this stage.

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 develop the newswriting and multimedia journalism skills delivered in Level 4 in practical sessions, with an emphasis on online & social video, and radio and podcasting skills. 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. There will also be a series of optional modules which broadcast journalism students can choose from to top up their credits and to focus on areas of interest and development, such as documentary and features.

Level 6 core delivery includes media law and a final project of either a research project with academic elements, a practical journalism artefact or a learning through work project, which will test your professionalism, practical skills and critical analysis. It also includes the teaching of traditional television and video skills and builds on studio skills. Optional modules will top up credits and will help you hone your skills in specific subject areas such as documentary and features or gain additional skills such as PR.

## 5 Programme Structure

<b>Programme Structure – BA (Hons) Broadcast Journalism</b>			
<b>Duration</b>	3 years full-time		
<b>Total credit rating</b>	360 (180: ECTS)		
<b>Level 4– With effect from September 2021</b>			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU4016	Essential Journalism 1	Semester 1	60
JOU44026	Essential Journalism 2	Semester 2	60
<b>Level 5– With effect from September 2021</b>			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU5006	Radio and Online Newsdays	Semester 1&2	60
JOU5015	Public Affairs	Semester 1	15
JOU5005	Journalism in Context	Semester 2	15
<b>Options:</b> You are required to choose 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
MFC5203	Documentary: Concept to Practice	Semester 1&2	30
JOU5083	Features and Magazines	Semester 1&2	30
JOU5043	Pitchside	Semester 2	30
<b>Level 6– With effect from September 2022</b>			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
JOU6003	Final Project	Semester 1&2	30
JOU6023	Media Law and Regulation	Semester 1&2	30
JOU6033	TV and Social Media Newsdays	Semester 1&2	30
<b>Options:</b> 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

MFC6043	Advanced Documentary Production	Semester 1&2	30
JOU6073	Public Interest Reporting	Semester 1&2	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

<b>Awarding Body / Institution</b>	Leeds Trinity University
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<b>Teaching institution</b>	Leeds Trinity University
<b>Parent School</b>	School of Communication, Business and Law
<b>Department</b>	Communication
<b>Professional accreditation body</b>	BJTC
<b>Final award</b>	BA (Hons)
<b>Title of programme(s)</b>	Broadcast Journalism
<b>Subsidiary award(s)</b>	Certificate of Higher Education in Broadcast Journalism Diploma of Higher Education in Broadcast Journalism Ordinary Degree in Broadcast Journalism
<b>Honours type</b>	Single
<b>Duration and mode(s) of study</b>	3 years; full time
<b>Month/year of approval of programme</b>	December 2020
<b>Periodic review due date</b>	TBC
<b>HECoS subject code(s)</b>	100439
<b>UCAS course code and route code</b>	P501
<b>SITS codes</b>	BJOURNSH
<b>Delivery venue(s)</b>	Leeds Trinity University