



Faculty of Media and Communication

BA (Hons) Multimedia Journalism

PROGRAMME SPECIFICATION

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BASIC FRAMEWORK / PROGRAMME DATA

Originating institution(s)	Bournemouth University
Award(s) and title(s)	BA (Hons) Multimedia Journalism Dip HE Multimedia Journalism Cert HE Multimedia Journalism
UCAS Programme Code(s) (where applicable and if known)	UCAS Programme Code P500
HESA JACS (Joint Academic Coding System) Code(s) per programme/pathway	Select all appropriate JACS Codes from list available at HESA - Higher Education Statistics Agency - Full JACS3 Listing P500 Journalism
External reference points(s)	<ul style="list-style-type: none"> • The UK Quality Code for Higher Education: • Part A: Setting and maintaining academic standards; Chapter A1: UK and European reference points for academic standards (October 2013) - incorporates Framework for Higher Education Qualifications, Foundation Degree qualification benchmarks and subject benchmark statements. Foundation Degree qualification benchmarks and subject benchmark statements. Subject benchmarks for Communication and Media, and English. • Chapter A2: Degree-awarding bodies reference points for academic standards (October 2013) • Chapter A3: Securing academic standards and an outcomes-based approach to academic standards • NCTJ, PTC, BJTC • Skillset
Professional, Statutory and Regulatory Body (PSRB) links	Accreditation bodies: National Council for the Training of Journalists, Periodicals Training Council, Broadcast Journalists Training Council
Place(s) of delivery	Bournemouth University, Talbot Campus
Mode(s) of delivery	Full-time and Full-time with one year sandwich year
Credit structure	120 per level: Level 4/C: Cert HE – 120 credits (60 ECTS credits) Level 5/I: Dip HE – 240 credits (120 ECTS credits) Level 6/H: BA (Hons) – 360 credits (180 ECTS credits)
Duration	3 years FT / 4 years sandwich
Date of original approval(s)	1992
Date of first intake	September 2015
Student numbers	Level 4: 100 Level 5: 90 Level 6: 90
Expected start dates	September 2015
Placements	Compulsory 6 week short placement or minimum 30 week sandwich placement
Partner(s) and model(s)	N/A
Date and version number of this Framework/Programme Specification Student intake(s)/cohort(s)	February 2017: Version 4.3-0917

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AIMS OF THE DOCUMENT

- *Define the structure of the BA (Hons) Multimedia Journalism programme*
- *Specify the programme degree name: BA (Hons) Multimedia Journalism*
- *Identify programme and level learning outcomes*
- *Articulate the regulations governing the awards offered through this programme*

PROGRESSION ROUTES

Graduates of the Bournemouth University International College (BUINTCOLL) Foundation Certificate in Media and Communication can join the Faculty as BU students. These students will have undertaken pre-sessional English and they will have undertaken combined English and pre-masters academic study. These students have been prepared by BUINTCOLL via an effective pathway in the form of a course and those that get through will be motivated to embark on the BAMMJ programme. The framework is user-friendly to the international college arrangements. Students will also be alongside other international students as BAMMJ has traditionally attracted students from around the world and had a key role in the Study Abroad agenda at BU. Entry is subject to successful completion of the Foundation Certificate in Media and Communication with an overall course average of 60%, an English exit of 70%, 65% in writing and 60% in all other components.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation route for this framework may be subject to change. Where this happens, students will be informed and supported by the School/Faculty as early as possible.

ACADEMIC AND PROFESSIONAL CONTEXTS

This innovative, career-focused degree aims to produce graduates who combine the critical faculties which derive from a traditional Honours-level academic education with the professional skills and flexibility needed to win first jobs in journalism plus a sound basis for making progress in their careers.

Journalism is being transformed by digital developments and structural changes. Cross-media ownership is growing. Convergence skills across all platforms in print, TV, Radio and online are essential as is an awareness of transmedia. It makes sense, therefore, for would-be journalists to enhance their employability by gaining the experience and expertise which will allow them to function within and across the traditional frontiers of newspaper, magazine, radio, and television journalism, plus the emerging area of converged digital media. The degree addresses this need.

Increasing competition and structural change within the print and broadcast industries have made it important for journalists to understand the professional environment within which they function. The programme is designed to introduce students to that environment.

The traditional route into journalism was for school-leavers with minimal qualifications to join local newspapers and 'work their way up'. This has long been superseded. Journalism today is largely a graduate-entry profession. BAMMJ has pioneered a degree which is innovative and industry focused. If BAMMJ is to stand out from the myriad non-vocational media studies courses it must win the trust of editors and proprietors and meet the demands of industry training bodies. BAMMJ has a strong reputation within the industry, built on the renewed accreditations it has received and the growing number of alumni who have impressed employers. The programme is fully aligned with the subject benchmark statement.

In addition to FHEQ and Subject Benchmarks, our provision is informed and shaped by a number of ***strategic institutional and external resources***, such as:

- QAA - [The UK Quality Code for Higher Education: Part A: Setting and maintaining academic standards](#): particularly *Chapter A1: UK and European reference points for academic standards* (October 2013) – which incorporates the Framework for Higher Education Qualifications, Foundation Degree qualification benchmarks and subject benchmark statements. The subject benchmarks for Communication and Media, and English. Where applicable, requirements of Professional, Statutory and Regulatory Bodies (PSRBs) and/or national occupational standards or Sector Skills Councils.

- Bournemouth University's Vision and Values Strategic Plan (2012-2018) on Creating, Sharing and Inspiring. Central to our curriculum design are the principles of providing our students with an outstanding, impactful and globally engaged pedagogic experience.
- The Faculty of Media and Communication's and the Journalism and Communication academic group's mission, identity and delivery planning, which supports research-led teaching, industry-oriented skills and research of international excellence.
- Our collaborations and ongoing work with industry stakeholders (e.g. Ofcom, BBC College of Journalism, leading media and news organisations), learned societies (Media, Communication and Cultural Studies Association – MeCCSA, Political Studies Association - PSA), partner universities across the world (Study Abroad partners, Salzburg Academy partners). Our aim is for our curriculum to reflect best pedagogic practice across the board and to become an incubator of innovation that can then be transferred back to external audiences.

AIMS OF THE PROGRAMME

The aim of the programme is to equip students with the knowledge, skills and understanding they need to work in an industry, which is multiplatform and increasingly digitally focused. Students are prepared for print, radio, TV and online whether for roles in newspapers and magazines, websites, social media, audio or video. They are equipped to be convergence specialists and trained to be agile enough to respond to new technologies and consumer/audience behaviours.

The programme aims to develop graduates who can produce journalism in a legally, ethically and critically-informed manner who also have developed understanding of key issues in journalism at a time of technological, structural and regulatory change. The degree aims to produce graduates who combine the critical faculties that derive from a traditional academic degree with the professional skills and flexibility needed to get the best jobs in journalism.

- the concept of the degree has grown from multimedia and multiplatform training to digitally focused, innovative journalism that not only satisfies readers and employers but which seeks to create new, diverse and creative ways of storytelling which engage readers via interactivity, social media, data journalism and data visualisation, web documentaries, blogs and apps. Students are encouraged to innovate and experiment with new technologies, new platforms and new ways of getting a story across to a reader who might in turn engage with them as a citizen journalist. The scope of ambition for our journalists far exceeds the skills based demands of our accreditation councils and continues to be a key source of interest and communication with employers
- the programme aims remain appropriate in terms of the excellent core skills needed by professional journalists in an increasingly challenging 24hr rolling news environment
- the programme aims to promote the employability of our students. Students are encouraged to showcase their journalism to the public from year 4 onwards via the externally-facing learning and teaching platform Buzz, via The Rock newspaper and website, via the campus radio station Nerve, via the campus magazine Nerve and via their own social media channels and websites. The students also engage with Fresher, the in house digital publishing project.

- the programme encourages community engagement via news days, The Rock, convergence news days, election specials e.g. US2012 and upcoming #yourelection15 initiatives. Students are also involved with the community in other ways e.g. charity event and link ups e.g. video training for young adults with special needs at Holton Lee culminating in a special Oscars event in which they were presented by the students with prizes. Our new, annual documentary festival (Buzzdocs) at Bournemouth Pavilion is open to the general public.
- The programme continues to align with professional requirements and scrutiny by the NCTJ, PTC, and BJTC. The programme has been held up as a gold standard by the NCTJ for its delivery of ethics across all units as an embedded concept.
- Outcomes from this programme are: high employability figures for our students and students prepared for a career path which will be ever evolving, the academic skills needed, therefore, for lifelong learning and a proud alumni who feed back into the course sharing their experience, knowledge and contacts, most visibly at the annual Journalism Careers Forum at Bournemouth.

INTENDED LEARNING OUTCOMES

Overall Programme Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding as follows:

Subject knowledge and understanding. Students will be expected to:

- A1** Understand relevant theories, concepts and principles relevant to print, broadcast and online journalism.
- A2** Have a detailed knowledge and understanding of the historical, social, economic and political contexts within which journalists operate.
- A3** Place their professional journalistic knowledge within the regulatory and legal frameworks of the UK, and EU, including human-rights legislation.
- A4** Define problems and devise and evaluate possible solutions, and to solve both routine and unfamiliar problems in ethical dimensions and within professional codes of conduct.
- A5** Understand the multi-disciplinary nature of journalism and the need to apply knowledge from a range of subject areas.
- A6** Integrate evidence from a range of sources to support findings and hypotheses to produce a significant piece of original research into an aspect of journalism.
- A7** Have knowledge and understanding to be "reflective practitioners".
- A8** Understand how languages and images are used to inform, persuade, and form attitudes, and how news is manufactured.
- A9** Evaluate the dynamic interaction of journalism and society against a background of structural, regulatory, technological, social and economic change.
- A10** Show an understanding of the structure of UK local and central government and the economy relevant to journalism.

Intellectual Skills. Students will be expected to:

- B1** Evaluate critically, and apply journalistic knowledge and skills flexibly and creatively to the changing demands of journalism.
- B2** Analyse and synthesise information.
- B3** Plan, execute and report on a project involving original research.
- B4** Integrate and evaluate information from a variety of sources.
- B5** Analyse critically published work in the field of journalism.

Subject-specific skills. Students will be expected to:

- C1** Show proficiency in researching, writing, evaluating, and editing news and features
- C2** Use appropriate technical skills to present, produce, and layout journalism
- C3** Show an understanding of the needs of various markets and audiences for journalism
- C4** Prepare reports and presentations.
- C5** Present research findings in a range of effective and appropriate formats.
- C6** Make effective use of the relevant academic literature and other sources of information.
- C7** Make effective use of IT and software packages relevant to the programme.
- C8** - Competence in Teeline Shorthand at 80 words per minute.

Transferable skills. Students will be expected to:

- D1** Communicate effectively by oral, written and visual means.
- D2** Use digital technology including the Internet, a wide-range of software packages, and word processing.
- D3** Apply effective research skills
- D4** Apply shorthand skills
- D5** Work in collaboration with others, including staff and students.
- D6** Demonstrate problem solving skills and the flexible application of knowledge across a wide-range of disciplines.
- D7** Identify and work towards targets for personal, career, and academic development.
- D8** Be independent and reflective learners.

Level Outcomes

Level 4 - Certificate of Higher Education

Subject knowledge and understanding.

This Level provides opportunities for students to develop and demonstrate knowledge and understanding and skills as follows:

- A1** - A knowledge of the principles and practice of journalism in print, broadcast and online media.
- A2** - Proficiency in the skills of gathering, evaluating, researching and producing news stories and features using written, audio and visual means.
- A3** - Awareness of professional social skills required in a news environment.
- A4** - Practical knowledge of the law as it applies to, and regulation of, the media.
- A5** - Understanding of the structure and role of national government.
- A6** - An understanding of social and cultural debates affecting journalism
- A7** - Acquired an understanding of the role of the different news media in contemporary society.

Intellectual skills. Students will be expected to develop an ability to:

- B1** - Understand and evaluate critically basic journalistic knowledge and skills
- B2** - Research and review information, evidence or concepts from a range of sources
- B3** - Analyse new data and situations with guidance, using an appropriate range of techniques
- B4** - Analyse published and broadcast journalistic work
- B5** - Understand the role of the journalist within society, nationally and internationally

Subject specific skills. Students will be expected to:

- C1** - Learn how to use a range of digital editing, mixing and recording equipment appropriately and creatively
- C2** - Understand and develop basic research and news gathering skills
- C3** - Become aware of the different markets for journalism and understand how to respond to these with flexibility and creativity
- C4** - Develop an awareness and understanding of a journalist's professional conduct, responsibilities and duties

Transferable skills. Students will be expected to:

- D1** - Learn to manage their time and workload efficiently
- D2** - Work under pressure to meet deadlines
- D3** - Communicate effectively by oral, written and visual means
- D4** - Demonstrate creativity and initiative
- D5** - Develop appropriate practical skills, ranging from digital communication to shorthand
- D6** - Work effectively with others and independently

Learning and Teaching Methods and Strategies

Core knowledge and understanding (A1-A7) are acquired through lectures, tutorials, workshops and group work activities. Students will be expected to generate and research original story ideas and use published sources to investigate practical and theoretical concepts.

Intellectual skills (B1-B5) are developed mainly through workshops, group work activities and lectures with tutorials offering personal guidance.

Subject-specific skills (C1-C4) are promoted through lectures, workshops and group work activities.

Transferable Skills (D1-D6) are acquired through lectures, workshops and group work activities, and tutorials.

Assessment Strategies

The assessment of knowledge is particularly sought through in-class tests (A1, A2, A3, A7), essays (A2, A4, A5, A6), examinations (A4, A5, A6, A7), and analytical and practical projects by groups and individuals (A1, A2, A3).

Intellectual skills (B1-B5) are assessed by coursework and examinations. Continuously assessed coursework provides students with the opportunity to demonstrate the development of basic journalistic knowledge and skills. Examinations seek to test the student's understanding of, and ability to analyse, crucial professional facts and issues.

Assessment of subject-specific skills (C1-C4) is via practical and written coursework, such as a portfolio of news artefacts in a range of media.

Transferable skills are embedded in all units at Level C. Students engage in "live" newsroom-based activities (D1-D6). Key professional skills are continuously assessed and evaluated in both group projects and individual work.

Level 5 - Diploma of Higher Education

Subject knowledge and understanding.

This Level provides opportunities for students to develop and demonstrate knowledge and understanding and skills as follows:

A1 - An informed knowledge of the principles and practice of journalism in print, broadcast and on-line media.

A2 - Near-professional skills in gathering, evaluating, researching and producing news stories and features using written, audio and visual means.

A3 - A critical understanding of the role of the theoretical perspectives relating to the production of news, the generation of meaning through words and images, the main methods of media research, and the implications of globalisation on the profession and practice of journalism.

A4 - A critical understanding of how to apply knowledge of media law, ethics and public affairs to practical journalistic work.

Intellectual skills. Students will be expected to develop an ability to:

B1 - Understand and evaluate critically journalistic knowledge and skills

B2 - Research and review information, evidence or concepts from a range of sources and apply them to the professional environment

B3 - Apply in-depth analysis to new data and situations, using an appropriate range of techniques

B4 - Analyse journalistic work and embrace new developments

Subject specific skills. Students will be expected to:

C1 - Use appropriately and creatively a range of digital editing, mixing and recording equipment.

C2 - Operate successfully as a news-gatherer aware of when and how to check and follow-up leads.

C3 - Demonstrate a critical understanding of the fundamentals of page design and layout, picture editing and desktop publishing.

Transferable skills. Students will be expected to:

D1 - Demonstrate creative talents and problem-solving skills

D2 - Work effectively in teams and independently

D3 - Communicate effectively

D4 - Work under pressure to meet deadlines

D5 - Be reflective learners and analyse their strengths and weaknesses

D6 - Demonstrate appropriate practical skills

Learning and Teaching Strategies and Methods

At Level 5, students are encouraged to become reflective practitioners:

Knowledge and understanding (A1-A4) are further developed through lectures, tutorials, workshops and group work activities. Students will be expected to generate and research original story ideas and use published sources to investigate practical and theoretical concepts.

Intellectual skills (B1-B4) are developed mainly through workshops, group work activities and lectures with tutorials offering personal guidance. Students will be expected to engage in critical analysis of key journalistic theories and contemporary issues.

Subject-specific skills (C1-C3) are promoted through lectures, workshops and group work activities.

Transferable skills (D1-D6) are acquired through lectures, workshops and group work activities, and tutorials. Students are encouraged to undertake independent reading and to relate the concepts covered in Level I. Regular feedback on assignments and in group work situations allow students to develop both their understanding and ability to communicate their ideas.

Assessment Strategies

The assessment of knowledge is sought through analytical and practical projects by groups and individuals (A1, A2, A3). Students are expected to display a thorough awareness of key ethical and professional concepts and their application through essays and examinations (A4).

Intellectual skills (B1-B4) are assessed by coursework and examinations. Continuously assessed coursework across a range of platforms provides students with the opportunity to develop and strengthen their journalistic knowledge and skills. Examinations seek to test the student's ability to grasp and apply a range of theoretical concepts.

Assessment of subject-specific skills (C1-C3) is via continually-assessed coursework, such as news days.

Transferable skills are embedded in all units at Level 5 and in the placement. Students engage in "live" newsroom-based activities (D1-D6). Key professional skills and their development are continuously assessed and evaluated in both group projects and individual work.

Level 6 – BA (Hons)

Subject knowledge and understanding

This Level provides opportunities for students to develop and demonstrate knowledge and understanding and skills as follows:

A1 - A knowledge of the legal and regulatory framework across a multi-media range of journalism including print, radio, television and on-line

A2 - A knowledge of key aspects of the role of publishing and broadcasting in a modern society

A3 - Detailed knowledge and understanding of their chosen specialist areas, in subject and form

A4 - Detailed knowledge and understanding of a specific area of academic research related to journalism

Intellectual skills. Students will be expected to demonstrate ability in:

B1 - Critical review, consolidation and extension of a systematic and coherent body of knowledge

B2 - The analysis of new data and situations with minimum guidance and using an appropriate range of techniques

B3 - The critical evaluation and review of information, evidence or concepts from a range of sources, in terms of their reliability, validity and significance

B4 - The incorporation of a critical ethical dimension in their work

B5 - The transformation of raw data and initial concepts towards a given purpose with minimum guidance

B6 - The exercise of appropriate judgment in a number of complex planning, design, technical and management functions related to journalistic and academic processes and products

Subject specific skills. Students will be expected to:

C1 - Plan, produce and present projects demonstrating in depth journalism suitable to be published or broadcast in newspapers, magazines, TV, radio and on-line environments

C2 - Create and evaluate original research and relate to prior work with appropriate references

C3 - Be aware of the changing professional demands of journalism and how to respond to these with flexibility and creativity

C4 - Demonstrate a detailed understanding of social and cultural debates affecting journalism

C5 - Manage their professional conduct and plan their career development in relation to the duties and responsibilities of a journalist

C6 - The use of highly specialised production skills in publishing and broadcasting

C7 - Competence in Teeline Shorthand at 80 words per minute.

Transferable skills. Students will be expected to:

D1 - Undertake self-management and personal organisation

D2 - Work under pressure to meet deadlines

D3 - Communicate effectively

D4 - Demonstrate creative flair, problem-solving skills and the application of knowledge in their chosen specialist areas

D5 - Possess appropriate practical skills, ranging from digital communication to shorthand

Learning and Teaching Strategies and Methods

At Level 6, students are expected to engage in practical projects and theoretical work to a standard required by professional journalists.

Knowledge and understanding (A1-A4) are secured at Level 6 by means of further lectures, tutorials, workshops and group work activities. Students will be expected to generate and research material in depth.

Intellectual skills (B1-B6) are developed mainly through tutorials providing guidance for further individual study, focusing on the dissertation, and self-directed project work, which encourages original thinking. There are also lectures, workshops and group-work activities.

Subject-specific skills (C1-C7) are promoted through lectures, workshops and group work activities. Tutorials are also a key part of the learning and teaching strategy, providing advice and guidance for students to manage their own project work. Shorthand is further assessed via an 80wpm exam (C7).

Transferable skills (D1-D5) are acquired through lectures, workshops and group work activities, and tutorials. Students are expected to manage their own project work under the guidance of lecturers.

Assessment Strategies

The assessment of knowledge is by 100% coursework, including a dissertation (A4), major production projects (A1-A3), essays and reports (A1, A2).

Intellectual skills (B1-B6) are assessed by coursework. Continuously assessed coursework across a range of platforms provides students with the opportunity to consolidate their journalistic knowledge and skills to a professional level. B1, B3, B4 and B6 are assessed in the dissertation. B2-B6 are assessed by means of the major project. Analytical and evaluative ability (B1, B3, B4, B5) is assessed by essays and reports.

Assessment of subject-specific skills (C1-C7) is via continually-assessed coursework, such as news days and major project work. The application of key professional skills

is assessed via a placement report and evaluation of the contributions made by visiting speakers.

Transferable skills are embedded in all units at Level 6. Employability is a key tenet of the Level 6 experience and D1-D5 are assessed by means of in-depth written work (dissertation), major project work produced to professional standard and the evaluation of work placements. Shorthand speed is 80wpm and tested via examination.

LEARNING AND TEACHING STRATEGIES AND METHODS

Our **learning and teaching strategy** is structured around the following principles:

- **Multimedia, digital ethos:** students are provided with a truly comprehensive blend of skills in multimedia such as TV, Radio Print and Online, theoretical perspectives, industry practices, research paradigms and intellectual debate.
- **Academic excellence with employability:** our curriculum content and design are informed by an awareness of the demands of the media and communications industries, developed through our close links and ongoing collaborations with practitioners across sectors. Our teaching team includes a large team of practitioners who bring their skills, knowledge and wisdom to students making them highly employable.
- **Research-led teaching and co-creation:** faculty are research active and by mapping their research expertise onto the curriculum they allow students to 'learn from learners', while providing them with numerous opportunities to become co-creators of knowledge.
- **Innovation and student experience:** BMMJ has range of innovative teaching, learning and assessment techniques that simulate and emulate professional practice. Students work on their newspaper and website The Rock and also have the specially created learning and teaching platform, Buzz, which has online tutorials and facilitates online journalism and feedback via lecturers and readers in the community.
- **Global outlook:** through our Erasmus and Study Abroad partnerships, our strategic collaboration with the Salzburg Academy, Fusion-funded projects and the implementation of the semesterised delivery of the Common Academic Structure (CAS), we have established a constant incoming and outgoing flow of BU and international students, staff and knowledge within the Communication/Media/English framework.

In terms of the **learning and teaching methods** utilised, these cover a wide range of delivery modes and include lectures, seminars, workshops, one-to-one tutorials, newsroom sessions, technical tutorials in broadcast, print and online, weekly office hours, group-work, debates, screenings and multimedia, masterclasses, guest lectures, Peer Assisted Learning (PAL), training, field trips, student-led presentations such as the documentary festival, online forums, fieldwork and community outreach such as The Rock which is distributed locally.

Engaging students in **extra-curricular activities** and media outlets (The Rock newspaper, Fresher, Jump TV, Nerve media, Faculty-wide election coverage marathons for US2012 and UK2015), utilising guest lectures and field trips. Access Dorset, Salzburg Academy pedagogic experiments, and global partnerships such as OneWorld Media is an increasingly integral part of our learning and teaching strategy as it complements and enhances formal class interaction and homework.

Progression: Central to our curriculum is the principle of students becoming independent learners and critical thinkers. Hence our learning and teaching strategy is tailored to each level of study. In their first year of study students receive much more intensive support through inductions, library and learning support tutors, Peer Assisted Learning, Grow@BU and academic advisors. They are introduced to a range of modes of delivery, ranging from large lectures to one-to-one tutorials. The first year is predicated on the principle of a foundation for journalism skills eg Law, PA, and an introduction to news and feature writing as

well as online and broadcast. This is combined with academic, theoretical units such as GCA as a building block towards the final year dissertation. The first year also prepares students to sit NCTJ exams which go towards completion of their NCTJ diploma.

In the second year, this is built upon by news, features and broadcast units at a more advance level following on from the first year and the opportunity for students to grow and flourish, eg The Rock, Nerve Radio. Ethics and news theory are also a key part of the learning pathway. The second year also prepares students to take NCTJ exams which go towards completion of their NCTJ diploma.

By the final year students are expected to be more self-reliant and to be able to work effectively both in teams and independently. Students continue to be prepared for their Dissertation, are prepared for practice by news days and have the choice to specialise and showcase their professional skills via the Multimedia Final Project.

Students are taught shorthand, a requirement of the NCTJ, at all three levels.

The placement requirement of 6 weeks including 2 weeks broadcast is woven throughout the three year degree programme, subject to industry requirements and student learning and timetable needs.

ASSESSMENT STRATEGIES AND METHODS

Central to our **assessment strategy** is the use of a diverse range of methods. External partners including examiners and industry professionals have noted the emphasis on core skills of journalism, technical skills, digital engagement and intellectual rigour assessed in multiple and innovative ways.

The **assessment methods** used include timed news tests, critical essays, annotated bibliographies, individual and group presentations, reflective and peer assessment, industry pitches, multimedia poster campaigns, debate essays, a range of portfolios (content analysis, investigative, artefacts), online and multimedia artefacts (blogs, videos, podcasts, wikis), photo-essays, infographics.

Our assessments are designed to address specific Intended Learning Outcomes, ensuring that there is a clear level-to-level **progression**. For example at Level 4 Broadcast 1 teaches students are familiar with classic competencies and practical skills in preparation to Broadcast 2 which extends news and multimedia skills further into innovative areas of digital engagement with readers eg social media, viral videos. Level 6 assessments are highly advanced; in more practical or creative units they require students to produce work of professional standard and often to engage with specific target markets and industry requirements, while in more academic units they require a level of debate and reflection that underpins the dissertation as well as their future progression to postgraduate study.

In this review we have enhanced our assessment strategy by:

- Extending the use of online submission and diverse forms of feedback via Turnitin
- Encouraging reflective assessment (eg Level 6 Professional Perspectives)
- Consolidating the use of a pitch approach in terms of features and multimedia packages at Level 4, 5, 6 in news, features and
- Improve assessment methods via the Buzz online teaching and learning platform
- Encourage innovation via the expanded Features and Online 2 to include for example web documentary and viral video strands

Overall, the assessment methods utilised in the framework are highly tailored to the pedagogic needs of each unit, while adequately addressing the needs of three accreditation bodies eg examinations.

PROGRAMME SKILLS MATRIX

Matrix table showing the relationship between ILOs for a programme and its constituent units

Units		Programme Intended Learning Outcomes																														
		A 1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9	A 10	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	C 6	C 7	C 8	D 1	D 2	D 3	D 4	D 5	D 6	D 7	D 8
LEVEL	Dissertation	x	x		x		x	x	x	x			x	x	x	x				x	x	x			x	x	x			x		x
	Major Multimedia Project			x	x				x			x	x	x	x	x	x	x	x	x		x	x		x		x	x		x		x
	Converged News Days	x		x	x	x						x	x	x	x	x	x	x	x			x	x			x	x	x	x			x
	Professional Perspectives								x	x	x																					x
	Shorthand 80wpm																								x							
H/6	Professional Placement							x														x									x	x
LEVEL	News and Online 2	x	x	x	x	x				x		x	x	x	x	x	x	x	x				x			x	x	x	x			
	Features and Online 2	x	x	x	x	x			x	x		x	x	x	x	x	x	x	x				x			x	x	x	x			
	Broadcast Journalism 2	x	x	x	x	x			x	x		x	x	x	x		x	x	x				x			x	x	x	x			
	Journalism Ethics and News Theory	x	x	x	x	x			x	x	x					x							x					x				
	I/5	Global Current Affairs	x	x	x	x	x	x	x		x					x									x				x			
LEVEL	News and Online 1	x	x		x	x				x		x	x	x	x	x	x	x	x				x			x	x	x	x			
	Features and Online 1	x	x	x	x	x			x	x		x	x	x	x	x	x	x	x				x			x	x	x	x			
	Broadcast Journalism 1	x	x	x	x	x	x		x	x		x	x	x	x	x	x	x	x						x	x	x	x				
	Power, Democracy and Public Affairs	x	x	x	x	x	x			x	x					x							x			x		x				
	C/4	Media Law	x		x	x	x	x			x															x		x				
	Media, Journalism and Society	x	x	x	x	x	x		x						x					x					x		x					
A - Subject Knowledge and Understanding												C – Subject-specific/Practical Skills																				
<ol style="list-style-type: none"> Understand relevant theories, concepts and principles relevant to print, broadcast and online journalism Have a detailed knowledge and understanding of the historical, social, economic and political contexts within which journalists operate Place their professional journalistic knowledge within the regulatory and legal frameworks of the UK, and EU, including human-rights legislation Define problems and devise and evaluate possible solutions, and to solve both routine and unfamiliar problems in ethical dimensions and within professional codes of conduct Understand the multi-disciplinary nature of journalism and the need to apply knowledge from a range of subject areas Integrate evidence from a range of sources to support findings and hypotheses to produce a significant piece of original research into an aspect of journalism Have knowledge and understanding to be "reflective practitioners". Understand how languages and images are used to inform, persuade, and form attitudes, 												<ol style="list-style-type: none"> Show proficiency in researching, writing, evaluating, and editing news and features. Use appropriate technical skills to present, produce, and layout journalism. Show an understanding of the needs of various markets and audiences for journalism. Prepare reports and presentations. Present research findings in a range of effective and appropriate formats. Make effective use of the relevant academic literature and other sources of information. Make effective use of IT and software packages relevant to the programme. Competence in Teeline Shorthand at 80 words per minute. 																				

<p>and how news is manufactured.</p> <p>9. Evaluate the dynamic interaction of journalism and society against a background of structural, regulatory, technological, social and economic change.</p> <p>10. Show an understanding of the structure of UK local and central government and the economy relevant to journalism.</p>	
<p>B - Intellectual Skills</p> <ol style="list-style-type: none"> 1. Evaluate critically, and apply journalistic knowledge and skills flexibly and creatively to the changing demands of journalism. 2. Analyse and synthesise information. 3. Plan, execute and report on a project involving original research. 4. Integrate and evaluate information from a variety of sources 5. Analyse critically published work in the field of journalism. 	<p>D - Transferable Skills</p> <ol style="list-style-type: none"> 1. Communicate effectively by oral, written and visual means 2. Use digital technology including the Internet, a wide-range of software packages, broadcast software and equipment and word processing. 3. Apply effective research skills. 4. Apply shorthand skills 5. Work in collaboration with others, including staff and students. 6. Demonstrate problem solving skills and the flexible application of knowledge across a wide-range of disciplines. 7. Identify and work towards targets for personal, career, and academic development. 8. Be independent and reflective learners.

WORK-BASED LEARNING / PLACEMENTS ELEMENTS

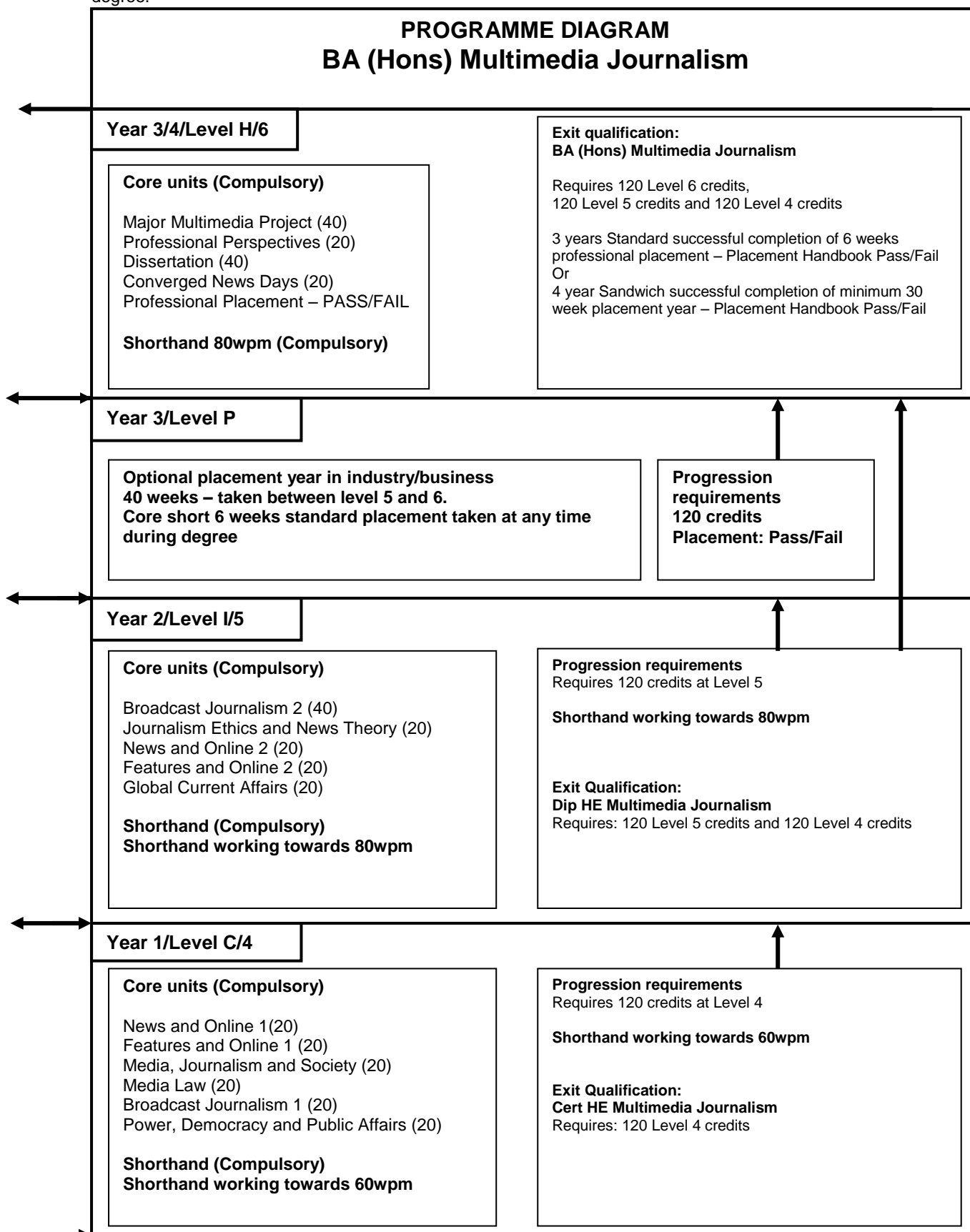
Students under guidance of lecturers and the Placement Office are required to do 6 weeks placement including 2 weeks broadcast. They must do this to graduate. BMMJ, in line with other courses at Bournemouth University, offers students the opportunity to complete a sandwich year with a minimum 30 week placement requirement before level 6. A sandwich year is elective and not a required placement to graduate. Students are also afforded the opportunity at Level 6 to spend one semester abroad with a partner programme and may also gain placement opportunities while abroad.

Successful completion of either the 6 week short placement or minimum 30 week placement is mandatory. It is assessed on a pass/fail basis using the log book and employer appraisal. The 30 week sandwich placement must be completed between levels 5 and 6 and is a requirement for progression to level 6 for the successful completion of the sandwich mode award, while the 6 week short placement is a graduation requirement for the full-time mode awards and may be undertaken at any point in the programme.

Placement draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and understanding of journalism and related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops final projects or dissertation research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment

PROGRAMME DIAGRAM

4/3 Year Full-Time Undergraduate Sandwich/Standard Programme From 2012 it is a requirement for all standard undergraduate degree programmes to incorporate a compulsory or optional one-year placement. The placement is compulsory for those students exiting with the award of a sandwich degree.



ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations with the following amendments:

1. IELTS: Applicants for whom English is not their first language must offer evidence of qualifications in written and spoken English BU requires students to obtain the required English Language level for all courses. For BMMJ those students who do not have a UK English Language qualification it is set at IELTS (Academic) 7.0 overall with 6.5 in writing and 6.0 in the other three component scores. We also take the equivalent English Language qualifications set out in document 3H - Standards of English for International Students and English Language Qualifications. This document is part of a revised series of Academic Regulations, Policies and Procedures which govern the University's academic provision."

2. Bournemouth University International College Articulation:

Applicants from Bournemouth University International College programmes which have approved articulation routes must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the Faculty of Media and Communication at Bournemouth University (IELTS 7).

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

PROGRAMME PROFILE

Originating Institution(s): Bournemouth University Faculty: Faculty of Media and Communication Partner: N/A	Place(s) of Delivery: Bournemouth University	Framework Title (in full): Journalism and Communication Programme Award and Title: BA (Hons) Multimedia Journalism Interim Award and Titles & Required Credits: DipHE Multimedia Journalism (120 Level 4 and 120 Level 5 credits) CertHE Multimedia Journalism (120 Level 4 credits)	Mode(s) of Study ¹ : Full Time Full Time Sandwich Year
	Language of Delivery (if not English): N/A		Expected Length of Study ² : 3 years 4 years
	Programme HESA JACS code: BA (Hons) Multimedia Journalism: P500		BU Credit Structure & ECTS ³ : Level 6/H: 120 (60 ECTS) Level 5/I: 120 (60 ECTS) Level 4/C: 120 (60 ECTS)

Unit identification		Cost Centre(s) ⁴						Unit Details					Assessment Regs ⁷ :		
Unit version no.	Unit name	HESA JACS Subject Code	CC1	%	HESA JACS Subject Code	CC2	%	Prog year ⁵ FT	Prog year ⁵ PT	Core/option	No of credits ⁶	Level (C/4, I/5, H/6, PgC, PgD, M/7)	Assessment ⁸ Element Weightings ⁹		
													Exam 1	C/Work 1	C/Work 2
2	News and Online 1	P500	145	100				1		Core	20	C/4		100	
2	Media, Journalism and Society	P500	145	100				1		Core	20	C/4		50	50
3	Media Law	P500	145	100				1		Core	20	C/4	50	50	
2	Broadcast Journalism 1	P500	145	100				1		Core	20	C/4		100	
2	Features and Online 1	P500	145	100				1		Core	20	C/4		100	
3	Power, Democracy and Public Affairs	P500	145	100				1		Core	20	C/4	60	40	
2	Broadcast Journalism 2	P500	145	100				2		Core	40	I/5		100	
1	Journalism Ethics and News Theory	P500	145	100				2		Core	20	I/5		50	50
2	News and Online 2	P500	145	100				2		Core	20	I/5		100	
2	Features and Online 2	P500	145	100				2		Core	20	I/5		100	
1	Global Current Affairs	P500	145	100				2		Core	20	I/5		50	50
2	Major Multimedia Project	P500	145	100				3/4		Core	40	H/6		100	
2	Professional Perspectives	P500	145	100				3/4		Core	20	H/6		100	

2	Dissertation	P500	145	100				3/4		Core	40	H/6		100
2	Converged News Days	P500	145	100				3/4		Core	20	H/6		100
3	Shorthand 60wpm/80wpm/100wpm	P500	145	100				1/2/3/4		Flexible Core	0	C/4 I/5 H/6		P/F
3	Shorthand 80 wpm	P500	145	100				3/4		Core	0	H/6		P/F
2	Professional Placement	P500	145	100						Core	0			P/F

Effective from ¹⁰ Prog Year / Month / Year			Contact in School/Faculty: Esther Vaughan Programme Administrator 01202 965518			Date approved ¹¹ : October 2016		Programme Specification version no. V4.3-0917			Placement ¹³ : Short 6 or minimum 30 week sandwich placement		
Yr. 1	Sept	2017	Name of Professional, Statutory or Regulatory Body (if appropriate) ¹⁴ : PTC, NCTJ, BJTC										
Yr. 2	Sept												
Yr. 3	Sept												
Yr. 4	Sept												