

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

A. NATURE OF THE AWARD

Awarding Institution:	Kingston University
Programme Accredited by:	The National Council for the Training of Journalists
Final Award(s):	MA Journalism; PgDip Journalism
Intermediate Award(s):	PG Cert Journalism; PgDip Journalism
Course Title:	Journalism
FHEQ Level for the final award:	MA; PgDip
Credit rating by level:	180@Level 7 (MA); 120@Level 7 (PgDip)
JACs code:	P500
QAA Benchmark Statement(s):	There is no benchmarking statement specific to Journalism at postgraduate level
Minimum/Maximum Period of Registration:	Full time: one year minimum/two years maximum. Part time: two years minimum/four years maximum
Faculty	Arts and Social Sciences
School	Humanities
Location:	Penrhyn Road
Date Specification Produced:	August 2009
Date Specification Last Revised:	

B. FEATURES OF THE COURSE**1. Title:**

The field is available in the following forms:

- MA Journalism

2. Modes of Delivery

The field is offered in the following alternative patterns:

- Full-time
- Part-time

3. Features of the course

Students will be required to carry out in-depth research and analysis to a high level on central issues and developments in contemporary journalism, and to test out their ideas and understanding in a variety of settings and contexts. They will also be able to develop a range of relevant practical skills, both individually and collectively, and will be assisted in producing portfolios of print and online journalism over the course of their programme to demonstrate to employers their ability to work across different media platforms.

This course, with its dual emphasis on academic rigour and professional development, is designed to provide students with the knowledge and skills both to engage critically with issues and debates in the world of journalism and to compete effectively for employment in this fast-changing industry. They will also be equipped to take the professional examinations of the course's accrediting body, the National Council for the Training of Journalists (NCTJ). The NCTJ's Preliminary Certificate is the UK journalism industry's most widely recognised qualification and is a requirement for employment on regional and local newspapers as well as being highly regarded by other employers.

Students will be able to choose to study either for an MA over a full year (two years part time) or for a nine-month Postgraduate Diploma. The MA route will require students to engage critically with a range of social, cultural and political issues through the medium of in-depth case studies, a dissertation or a work-based project, and to locate their research findings in a global as well as UK context. Both the MA and the PGDip routes are designed to allow students to take the NCTJ's professional examinations, although the gaining of an MA or Diploma is not precondition for achieving the complete NCTJ certificate. Neither is it necessary for students to pass their NCTJ exams to be able to achieve an MA or Diploma.

The course has been designed to satisfy the journalism industry's growing demand for employees with postgraduate qualifications in journalism, and its focus is on professional and career development. This emphasis is particularly in evidence in the module *Hands-On Journalism*, in which students on both the MA and the PGDip will work together to create, design and produce a web-based newspaper – *River Online*, a sister publication to Kingston's campus print paper, *The River* - as well as undertaking a period on work placement. MA students will be able to opt for the *Practical Journalism Project*, which will offer them an opportunity to carry out an extended work placement, or obtain other relevant hands-on experience, and produce a substantial portfolio of journalistic copy and research as part of a work-based learning project. In these and other course modules students will develop practical journalism skills combined with an understanding of the context in which today's journalists operate.

Consequently, the MA is deliberately focused on those areas where job opportunities and demand are greatest. The scope and design of the course reflect the particular characteristics of the journalism job market, where the majority of employment opportunities in which journalistic skills can be applied as a substantial part of the job are to be found in print or online rather than in radio or television. The underlying technology for news creation and distribution is driving greater convergence between print and online journalism and journalists are expected to be able to write and edit both for traditional print media and for the web. The advent of low-cost PC-based audio and video editing to broadcast standard, together with broadcast-quality distribution over the internet as broadband access expands, means that in future more and more organisations will produce and distribute their own material directly to audiences – not only using text and pictures, as now, but increasingly in audio and video formats as well.

The course team is made up of practising journalists with wide experience of newspapers, magazines and online journalism, and part-time staff with expertise in particular areas. Staff

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

combine teaching with their own professional work, enabling them to bring the experience of contemporary journalism into the classroom. The degree is enriched by guest lectures and workshops run by professionals working in a range of sectors and media organisations.

C. EDUCATIONAL AIMS OF THE COURSE

The general aims of the course are to:

- equip students with the necessary skills to compete successfully for employment in the journalism industry
 - develop professional journalism skills in researching, interviewing, writing and editing and in working across print and online media.
 - build up team-working and other skills necessary to working effectively in an editorial role
 - create an informed and critical awareness of the forces and dynamics (social, cultural, political, economic and technological) shaping the industry and the working environment of journalists today
 - enable students to develop an ethically-informed, critical awareness of the roles and responsibilities of journalists in contemporary society
 - foster a creative and self-reflective approach to students' own individual and collective practice as journalists.
 - develop to an advanced level students' ability to carry out independent academic research
 - develop to an advanced level students' ability to reflect critically on their own journalistic practice through work-based learning
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D. LEARNING OUTCOMES (OBJECTIVES) OF THE COURSE**1. Knowledge and Understanding**

On completion of the course students will be able to demonstrate knowledge and understanding of:

- key features of professional practice in a variety of settings and contexts
- the different individual roles in journalism eg: reporters, writers, editors
- strategic developments in print and online markets and how these shape launch and closure decisions
- the ways in which current developments in journalism can be understood in relation to technological change
- the processes linking the production, circulation and consumption of journalism in contemporary society
- the development of different kinds and forms of journalism in local, regional, national and international contexts
- the legal, ethical, political and cultural framework within which journalists operate
- the role and workings of the civil and criminal courts, the relationship of the press to the courts and the skills needed to cover court proceedings.

- the role and workings of central and local government, the relationship of the press to local councils, both Houses of Parliament and the European Court, and the reporting skills needed to cover local council and central government proceedings.
- Significant critical and organisational skills necessary for devising and managing a substantial piece of critical writing in the field of journalism

how to organise and undertake a substantial work placement in the journalism industry and reflect on their experience in a purposeful and meaningful way

2. Cognitive (thinking) skills

On completion of the course, students will have developed the ability to:

- identify a story and its potential market
- recognise the strengths and weakness in their own writing and in that of others and use this recognition to inform their professional practice.
- think strategically to develop new publications and websites for identifiable markets.
- analyse current and future developments in the production and consumption of journalism and the ability to apply that knowledge to their own practice.
- deploy and manipulate conventions appropriate to different kinds of journalism.
- engage critically with wider debates about legal, political and ethical issues and changing relationships between, for example, the media, parliament and the judiciary
- self-evaluate and to structure reflections on work-based learning.
- autonomously combine information and experience to produce innovative thinking and solutions.
- identify a topic worthy of sustained research, carry out research and complete a dissertation to an advanced academic and professional standard
- critically reflect on their own journalistic practice and the current state of the print and online journalism industries in order to complete a work-based learning project to an advanced academic and professional standard

3. Practical skills

On completion of the course, students will have acquired practical skills in:

- researching, interviewing and using a variety of sources of information to produce original, clear, accurate copy
- tackling in-depth investigative stories, analysing accounts, reports and other documentation to probe beneath the surface
- interacting effectively with individuals, groups and organisations in finding stories
- working with others in an editorial team to choose appropriate content, commission writers and photographers and produce finished print or web pages for public consumption
- writing for both print and online media, with the ability to adapt the content and style of their writing to satisfy the demands of an increasingly convergent journalism industry.
- identifying the demands of different audiences and readerships and using this information to develop appropriate strategies for new launches and projects.
- producing publishable work to tight deadlines

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

- revising their work and the work of others through the process of drafting, editing and rewriting
- using industry-standard software to produce layouts and web pages
- building up a portfolio of journalistic work for potential employers
- negotiating with employers and networking with contacts to identify journalism job opportunities.
- carrying out in-depth independent research and writing up a substantial dissertation to an advanced academic and professional standard.
- producing a significant portfolio of publishable journalism.

1. Knowledge and Understanding**Map of field learning outcomes to modules:**

Outcome	Module
key features of professional practice in a variety of settings and contexts	All
the different individual roles in journalism eg: reporters, writers, editors	JOM406 Hands-On Journalism, JOM411 Journalism Practices, JOM417 Multi-media Reporting, JOM401 News Writing
strategic developments in print and online markets and how these shape launch and closure decisions	JOM417 Multi-media Reporting, JOM407 The News Business, JOM411 Journalism Practices, JOM408 Practical Journalism Project and JOM409 Dissertation
the ways in which current developments in journalism can be understood in relation to technological change	JOM417 Multi-media Reporting, JOM407 The News Business, JOM411 Journalism Practices, JOM408 Practical Journalism Project and JOM409 Dissertation
the processes linking the production, circulation and consumption of journalism in contemporary society	JOM406 Hands-On Journalism, JOM411 Journalism Practices, JOM407 The News Business, JOM417 Multi-media reporting, JOM401 News Writing, JOM412 Feature Writing, JOM408 Practical Journalism Project and JOM409 Dissertation
the development of different kinds and forms of journalism in local, regional, national and international contexts	JOM411 Journalism Practices, JOM407 The News Business, JOM415 Journalism and the Law, JOM416 Journalists and Government, JO3338 Arts and Entertainment Journalism, JO3198 Business Journalism, JO3328 Sports Journalism JOM412 Feature Writing, JOM408 Practical Journalism Project and JOM409 Dissertation
the legal, ethical, political and cultural framework within which journalists operate	JOM411 Journalism Practices, JOM415 Journalism and the Law, JOM416 Journalists and Government, JOM407 The News Business, JOM408 Practical Journalism Project and JOM409 Dissertation
key features of professional practice in a variety of settings and contexts	JOM406 Hands-On Journalism, JOM411 Journalism Practices, JOM407 The News Business, JOM417 Multi-media reporting, JOM401 News Writing, JOM408 Practical

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

	Journalism Project and JOM409 Dissertation, JOM415 Journalism and the Law, JOM416 Journalists and Government, JO3338 Arts and Entertainment Journalism, JO3328 Sports Journalism, JO3198 Business Journalism, JOM412 Feature Writing
the role and workings of the civil and criminal courts, the relationship of the press to the courts and the skills needed to cover court proceedings.	JOM415 Journalism and the Law
the role and workings of central and local government, the relationship of the press to local councils, both Houses of Parliament and the European Court, and the reporting skills needed to cover local council and central government proceedings.	JOM416 Journalists and Government
Significant critical and organisational skills necessary for devising and managing a substantial piece of critical writing in the field of journalism	JOM408 Practical Journalism Project and JOM409 Dissertation
how to organise and undertake a substantial work placement in the journalism industry and reflect on their experience in a purposeful and meaningful way	JOM408 Practical Journalism Project

Cognitive (thinking) skills

Outcome	Module
identify a story and its potential market	JOM417 Multi-media Reporting, News Writing, JOM406 Hands-On Journalism, JO3338 Arts and Entertainment Journalism, JO3328 Sports Journalism, JO3198 Business Journalism
recognise the strengths and weakness in their own writing and in that of others and use this recognition to inform their professional practice	JOM417 Multi-media Reporting, JOM401 News Writing, JOM406 Hands-On Journalism, JO3338 Arts and Entertainment Journalism, JO3198 Business Journalism, JO3328 Sports Journalism
think strategically to develop new publications and websites for identifiable markets	JOM406 Hands-On Journalism
analyse current and future developments in the production and consumption of journalism and the ability to apply that knowledge to their own practice	JOM411 Journalism Practices, JOM407 The News Business, JO3198 Business Journalism, JO3338 Arts and Entertainment Journalism, JO3328 Sports Journalism, JOM408 Practical Journalism Project and JOM409 Dissertation
deploy and manipulate conventions appropriate to different kinds of journalism	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JOM401 News Writing, JOM411 Journalism Practices, JO3338 Arts and Entertainment Journalism,

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

	JO3328 Sports Journalism, JO3198 Business Journalism, JOM408 Practical Journalism Project
engage critically with wider debates about legal, political and ethical issues and changing relationships between, for example, the media, parliament and the judiciary	JOM411 Journalism Practices, JOM407 The News Business, JOM415 Journalism and the Law, JOM416 Journalists and Government, JOM408 Practical Journalism Project and JOM409 Dissertation
self-evaluate and to structure reflections on work-based learning	JOM408 Practical Journalism Project
autonomously combine information and experience to produce innovative thinking and solutions	JOM408 Practical Journalism Project, JOM409 Dissertation, JOM415 Journalism and the Law, JOM416 Journalists and Government
identify a topic worthy of sustained research, carry out research and complete a dissertation to an advanced academic and professional standard	JOM408 Practical Journalism Project and JOM409 Dissertation
critically reflect on their own journalistic practice and the current state of the print and online journalism industries in order to complete a work-based learning project to an advanced academic and professional standard	JOM408 Practical Journalism Project

Practical skills

Outcome	Module
researching, interviewing and using a variety of sources of information to produce original, clear, accurate copy	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JOM401 News Writing, JOM412 Feature Writing, JO3338 Arts and Entertainment Journalism, JO3328 Sports Journalism, JO3198 Business Journalism, JOM408 Practical Journalism Project
tackling in-depth investigative stories, analysing accounts, reports and other documentation to probe beneath the surface	JOM406 Hands-On Journalism, JO3198 Business Journalism, JO 3338 Arts and Entertainment Journalism, JO3328 Sports Journalism, JOM401 News Writing, JOM408 Practical Journalism Project, JOM412 Feature Writing
interacting effectively with individuals, groups and organisations in finding stories	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JOM401 News Writing, JO3338 Arts and Entertainment Journalism, JO3328 Sports Journalism, JOM412 Feature Writing, JO3198 Business Journalism, and JOM408 Practical Journalism Project
working with others in an editorial team to choose appropriate content, commission writers and photographers and produce finished print or web pages for public	JOM406 Hands-On Journalism

PROGRAMME SPECIFICATION

KINGSTON UNIVERSITY

Journalism MA 2011-2012

consumption	
writing for both print and online media, with the ability to adapt the content and style of their writing to satisfy the demands of an increasingly convergent journalism industry	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JOM412 Feature Writing, JOM401 News Writing, JO3338 Arts and Entertainment Journalism, JO3198 Business Journalism, JO3328 Sports Journalism
identifying the demands of different audiences and readerships and using this information to develop appropriate strategies for new launches and projects	JOM406 Hands-On Journalism
producing publishable work to tight deadlines	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JOM401 News Writing, JOM408 Practical Journalism Project, JOM412 Feature Writing
revising their work and the work of others through the process of drafting, editing and rewriting	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JOM401 News Writing, JOM408 Practical Journalism Project, JOM412 Feature Writing
using industry-standard software to produce layouts and web page	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting
building up a portfolio of journalistic work for potential employers	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JO3338 Arts and Entertainment Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JOM412 Feature Writing, JOM408 Practical Journalism Project
negotiating with employers and networking with contacts to identify journalism job opportunities	JOM408 Practical Journalism Project
carrying out in-depth independent research and writing up a substantial dissertation to an advanced academic and professional standard	JOM409 Dissertation
producing a significant portfolio of publishable journalism	JOM406 Hands-On Journalism, JOM417 Multi-media Reporting, JO3338 Arts and Entertainment Journalism, JO3198 Business Journalism, JO3328 Sports Journalism, JOM412 Feature Writing, JOM408 Practical Journalism Project

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

E. COURSE STRUCTURE AND CONTENT

This course is part of the University's Postgraduate Credit Framework. Courses in the PCF are made up of modules that are designated at level M. Single modules in the framework are valued at 15 credits. The minimum requirement for a Postgraduate Diploma is 120 credits and for a Masters degree 180 credits. The awards available are detailed in section A and the requirements are outlined below. All students will be provided with the PCF regulations. The specific additional requirements of the National Council for the Training of Journalists, the course's accrediting body, are outlined below and will be provided in detail for students in course handbooks.

The normal duration of the MA Journalism degree programme is one-year full time and two years part time. Students wanting to continue on to complete their MA after the nine-month Postgraduate Diploma will need to have accumulated a total of 120 assessed credits before proceeding to the dissertation or Practical Journalism Project.

The year is divided into two semesters made up of 11 teaching weeks and a study enhancement week, plus 4 weeks examination time, making a total of 16 weeks per semester. Students continuing onto their MA will carry out the work for their dissertation or Practical Journalism Project between May and September after the end of Semester 2.

MA JOURNALISM

	MODULE CODE	Title	LEVEL 7 CREDITS
Group A	JOM 407	<i>The News Business</i>	15
	JOM 415	<i>Journalism and the Law</i>	15
	JOM 416	<i>Journalists and Government</i>	15
	JOM 406	<i>Hands-On Journalism</i>	30
	JOM 417	<i>Multi-media Reporting</i>	15
	JOM410	<i>Shorthand</i>	0
Group B1	JOM 411	<i>Journalism Practices</i>	15
	JOM 412	<i>Feature Writing*</i>	15
Group B2	JOM 401	<i>News Writing</i>	15
	JO 3198	<i>Business Journalism</i>	15
	JO 3338	<i>Arts and Entertainment Journalism</i>	15
	JO 3328	<i>Sports Journalism</i>	15
		SUMMER MODULES	
	JOM 409	<i>Dissertation OR</i>	60
	JOM 408	<i>Practical Journalism Project</i>	60
		TOTAL CREDITS	180

Students take all modules in Group A and one module from B1 and one module from B2.

* NB: JOM412 is only available to students with significant prior experience, e.g. a BA (Hons) degree in Journalism

Course Structure Summary

Duration of Course	One academic year full time Two academic years part time
Structure of Academic Year	Two sixteen-week semesters; one period of four months' duration for completion of Dissertation or Practical Journalism Project
Status of each module	All modules in Semester 1 and 2 are core. Students on the MA choose either the Dissertation or the Practical Journalism Project
Credit Value	Taught modules carry 15 or 30 credits. The Dissertation and Practical Journalism Project each carry 60 credits

Points at which students are eligible for the Postgraduate Diploma

Postgraduate Diploma – 120 credits	On completion of the above modules
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Additional National Council for the Training of Journalists' accreditation requirement

Semester 1	Shorthand @100 words per minute	50 hours
Semester 2	Shorthand @100 words per minute	50 hours

F. COURSE REFERENCE POINTS

- There is no benchmark statement relating specifically to Journalism and the Quality Assurance Agency has no published plans to produce one in the near future. The design of the course has been informed by the journalism benchmarks set by the National Council for the Training of Journalists.
- The awards made to students who complete the field or are awarded intermediate qualifications comply fully with the Framework for higher Education Qualifications.
- All of the procedures associated with the field comply with the QAA Code of Practice for Higher Education.

G. TEACHING AND LEARNING STRATEGIES

The approach to teaching and learning on this course is grounded in the understanding that what students are primarily looking for is a qualification that will make them stand out from others when seeking employment in journalism, one of the most competitive job markets. Employers are looking for journalists who can originate and produce well-written, accurate pieces, work to deadlines, and collaborate with others as part of an editorial team. They also require people who understand and are willing to engage critically both with relevant legal, political and social structures and with the industry in which they are operating.

To this end, the teaching and learning strategy has two main strands: firstly, the acquisition, development and application of core practical skills, and secondly, the development of students' critical capacity through discussion, debate and reflective practice.

There will be major emphasis on building up students' existing core journalism skills in writing, researching and editing to develop both their own writing skills and their ability to edit and improve the work of other people. Great importance will be attached to producing work of publishable standard. These skills will be built up in practical workshops, where work is carried out mainly individually, involving note-taking and sub-editing as well as original writing. This is normally followed by peer review and group discussion. In this way students become accustomed both to writing under pressure and to the discipline of having their work read and scrutinised by others. Students will be expected to participate actively in individual and group feedback and discussion.

Students will have opportunities to apply their skills in a range of ways. They will be expected to go out and find stories in Kingston and beyond. They will also pay visits to institutions such as the Houses of Parliament, court and council meetings, where they will be challenged to identify and report stories. This will feed into the work carried out during the *Hands-On Journalism* module, where students will work together as a team to design and run their own online news operation as well as contributing to the print campus newspaper. They will be expected to take a substantial amount of responsibility for the organisation, commissioning, content, design and marketing of a website or print publication, working independently as a team with oversight and support from tutors, and committing themselves to working on the site outside class hours. As part of the same module, students will also undertake a compulsory work placement of at least 10 days, which will expose them to the realities of working in a journalistic setting and, give them opportunities to apply the skills they have acquired on the course, as well as practising the networking and communication skills which are so important in journalism. MA students will in addition have the option of carrying out a substantial work-based learning project in the *Practical Journalism Project* module, which includes a substantial period on work placement, set in the context of critical reflection of their own journalism practice and the journalism industry.

To complement these formal and informal teaching and learning arrangements, students are required to read widely in the news media and beyond so that they become familiar with good writing and with styles and genres of the past and the present. They are specifically asked to draw on this in their work, for example when they have to adapt their style to the requirements of a particular medium, publication, and/or audience. Reading will be tracked in all modules on Studyspace – Kingston's online learning management system - where students will be asked to post responses to key chapters, extracts and articles.

At the same time, other modules, notably *The News Business*, will provide context through lectures and seminar/workshops, where the dynamics of the media industry, its ethical, political and economic frameworks, and the demands these place on working journalists are discussed, analysed and debated. Historical case studies are used but much of this work

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

responds to current issues and how they are handled in the media - the day's newspapers and the previous night's television bulletins are essential teaching aids. Supporting materials will also be available to students via Studyspace.

Students will also be required to examine critically existing and proposed structures, roles and relationships between the media and the major constitutional pillars such as the monarchy, parliament and the judiciary, using a combination of lectures, group discussions, individual research and case studies in the *Journalists and Government* and *Journalism and the Law* modules. These modules will also provide students with the practical underpinning necessary to report effectively and accurately on the affairs of courts, councils and parliament.

MA students choosing the dissertation option will be able to make use of the critical and practical skills and understanding of the dynamics of the journalism industry they have acquired during the two semesters of the course, especially in *The News Business*. They will be in a strong position to identify a topic worthy of research and equipped with the necessary research and analytical capacity to complete a substantial piece of writing of up to 15,000 words, working independently

H. ASSESSMENT STRATEGIES

The assessment strategies for the MA in Journalism are designed to reflect the dual emphasis of the course on, firstly, development of professional skills and practice and, secondly, critical engagement with current journalistic, political and legal issues. The assessments set are also intended to build on and reinforce the links between different modules to give the course an overall coherence. For example, students will be expected to produce a portfolio of news and features written for a range of print and online media as part of the assessment for the *Hands-On Journalism* module, which will draw on skills, knowledge and understanding acquired in other modules including *News Writing*, *Journalists and Government* and *Journalism and the Law*.

Practical modules will in some cases be assessed by assignments designed to test practical competence. For example, in the *News Writing* module, students will be required to produce a portfolio of news stories written for different readerships and markets, demonstrating their competence at writing both for traditional print and online media.

In other practical modules, for example, *Hands-On Journalism*, assessments are designed to test not only the acquisition of practical skills but also students' ability to reflect critically on their performance and improve their practice as a result. Students will be required to demonstrate their involvement in the online news website, campus newspaper and/or magazine with the completion of a critical work journal, which gives opportunities both to discuss their acquisition of professional skills and also to reflect on their learning and contribution. In the second semester, as part of the year-long *Hands-On Journalism* module, students will be required to carry out a work placement, then produce a critical work journal, reflecting on their experience and its application to their future career development.

Other modules, for example the *News Business*, the focus of which is the critical analysis of the context and dynamics of contemporary issues in journalism, will assess knowledge and understanding via analysis of case studies relevant to module content and class presentations on chosen topics. Such assessments will help to develop analytical and presentational skills vital for success in the workplace.

These forms of assessment are complemented by more traditional assignments (e.g. case study-based essays and in-class presentations) in modules including *Journalists and*

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

Government and Journalism and the Law. These assessments help to develop the qualities of analytical thinking and reflection promoted by the course.

For MA students, the two options of a dissertation or practical journalism project tests a range of abilities. The dissertation tests students' capacity to work independently to produce a substantial piece of critical and original writing.

The practical journalism portfolio tests their ability to produce a portfolio of publishable pieces of journalism and to reflect critically on their work-based learning experience. Both MA options will provide students with the opportunity to pursue particular personal interests in journalism through sustained pieces of independent research.

The course's strategy is based on developing skills and knowledge through a combination of formative and summative assessments. Here, a constructively critical approach taken by the student, module tutors, practitioners and peers informs the re-editing and development of previous work to its final conclusion.

The forms of assessment used also help to develop transferrable personal qualities valuable to employers such as persistence, accuracy, judgement, timeliness and the ability to work with others in the pursuit of a specific goal.

I. ENTRY QUALIFICATIONS**1. The minimum entry qualifications for the field are:**

- A good honours degree or equivalent in an essay-writing subject, demonstrating high standards of literacy OR
- Evidence of substantial and demonstrable professional commitment to journalism, for example, a portfolio of published journalism or work placements within the industry.
- International students and others whose native language is not English must have an overall IELTS score of 6.5, with a score of 7.5 or equivalent in the written section of the test.

The above will normally be regarded as appropriate admission requirements for the course, though non-standard entrants will always be considered for entry:

All certificated and non-certificated learning will require verification. In the case of certificated learning, this will require the presentation of relevant certificates and/or confirmation from the award-giving body. In the case of non-certificated learning, verification will be established in the course of the interview, or, where appropriate, through the submission of supporting documentation and evidence.

Admissions procedures

The Course Director or a nominated admissions tutor will normally consider all applications in the first instance. All applicants who fulfil, or are likely to fulfil, the admissions requirements will be invited for an interview with the Course Director or another senior member of the course teaching team. The decision regarding offers of places will be made by the Course Director or a senior member of the course teaching team after interviewing the applicant. The Course Director will receive administrative support from the Postgraduate Course Administrator.

PROGRAMME SPECIFICATION**KINGSTON UNIVERSITY**

Journalism MA 2011-2012

J. CAREER OPPORTUNITIES

Students graduating from this course will be well placed to pursue careers in a range of journalism and communications industries. The course will provide the skills base necessary for careers in:

- Local, regional and national newspapers and magazines
- Online news operations
- Communications departments in private sector companies
- Information departments of charities and non-governmental organisations
- Related industries such as publishing, public relations and advertising
- Advocacy and campaigning.

K. INDICATORS OF QUALITY

As a new course, Journalism has no pre-existing externally ratified indicators of quality. However, the course team is composed of experienced and recognised practitioners of repute.

L. APPROVED VARIANTS FROM THE UMS/PCF

N/A

APPENDIX A: MA Journalism Assessments

Module Title	Assessment strategy	Major categories of assessment
<i>News Writing</i>	The assessment for this module is designed to test students' ability to research and write news stories for a range of local and national print and online media and to apply skills and knowledge acquired in other related modules (<i>Journalism and the Law</i> and <i>Journalists and Government</i>) to their reporting	A 1,000-word portfolio of news stories, with all stories a minimum of 250 words long, plus a 1,000 word research log 100%
<i>Journalism and the Law</i>	Assessment is in two parts: a 2,000 word essay on a current legal issue and a 1,000 word case study critically examining a legal issue raised by media coverage in a specified publication or range of publications or based on visits to a court or courts of the student's choice	Essay: 60% Case study and presentation: 40%
<i>Journalists and Government</i>	The first part of the assessment will be a 3,000-word case study focusing on a topical political issue with an impact at both local and national levels OR a 2,000-2,500 word case study with an accompanying piece of journalism of 500-1,000 words. 80% The second assessment is a presentation	1) 3,000-word case study OR a 2,000-2,500 word case study with an accompanying piece of journalism of 500-1,000 words. (80%) 2) Presentation and seminar

PROGRAMME SPECIFICATION

KINGSTON UNIVERSITY

Journalism MA 2011-2012

	and seminar facilitation, using appropriate visual aids and supporting material outlining case study proposal – 20%	facilitation (20%)
<i>The News Business</i>	The assessment on this module is designed to test students' ability to engage critically and in depth with a topical issue of relevance to the news industry in Britain and to set their research in the context of relevant theories of journalism	3,000 word case study: 100%
<i>Hands-On Journalism (semester 1 and 2)</i>	Assessments are designed to allow students to reflect on their practical experience of journalism, to build a portfolio of real journalistic work, and to put together their NCTJ portfolio.	1) A portfolio including at least ten news cuttings and one 500-word feature together with original copy as well as other samples of work produced for the campus online and print publications and during work placement, backed up by a critical work journal. Portfolio: 100%
<i>Dissertation</i>	The Dissertation is designed to test each student's ability to produce a substantial piece of critical writing of up to 15,000 words and demonstrate the character and depth of the research undertaken in a research report submitted as part of the dissertation.	Dissertation: 100%
<i>Practical Journalism Project</i>	The assessment on this module is designed to test out journalistic application in a critically informed context and to encourage reflective practice as a means of identifying personal and professional issues.	Journalism portfolio including: <ul style="list-style-type: none"> • Written journalism and other work-related evidence of achievement with critical evaluation (6,000 words) • Study of a related area of journalism (3,000 words) • Piece of reflective writing considering the project as a whole Portfolio: 100%

PROGRAMME SPECIFICATION
MA Journalism 2007-2008

KINGSTON UNIVERSITY

APPENDIX B: MA Journalism Module Delivery and Assessment

MA/PgDip in Journalism

The following tables indicate when modules will be delivered and when students will undertake the main assessment tasks:

Semester 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6 (Study enhancement week)	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Journalism Practices	Assessment											
News Writing												Assessment
Journalism and the Law							Assessment					Assessment
Journalists and Government												Assessment
Hands-On Journalism (semester 1 & 2)												

Semester 2

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9 (Study enhancement week)	Week 10	Week 11	Week 12
News Business	*see note											Assessment
Journalism and the Law									Assessment			Assessment
Journalists and Government										Assessment		Assessment
Hands-On Journalism (semester 1 & 2)												Assessment

*Note: individual students will give assessed presentations throughout the semester

APPENDIX C: MA Journalism Module Assessment Methods

The types of assessment methods used on each module are indicated as follows:

Semester 1 MA/PgDip

	Journalism Practices	News Writing	Journalism and the Law	Journalists and Government	Hands-On Journalism (
Essay					
Portfolio		*		*	
Presentation	*				
Group project	*				
Case Study Critical diary/work journal	*		*		

Semester 2 MA/PGDip

	News Business	Journalism and the Law	Journalists and Government	Hands-On Journalism
Essay				
Presentation	*			
Group project				
Portfolio		*		*
Case Study Critical diary/work journal			*	*

May-September MA

	MA options
Dissertation	*
Practical journalism portfolio	*