

MA Journalism

## ***Introduction and Programme Structure***

Programme Convenor: Angela Phillips

**2011- 2012**

This booklet contains **information** you will need for the MA Journalism programme; it also contains important information about examinations, assessment and work deadlines.

Please read this booklet carefully and keep it in a safe place for reference throughout the year. Detailed course information is available on Learn.Gold where it is updated regularly

***Every care has been taken in the compilation of the information given in this booklet. However, no guarantee as to the accuracy can be given, nor should the contents be regarded as contractually binding upon the College.***

## **INTRODUCTION**

Welcome to the MA Journalism. Most of the information you need for day-to-day operations is available on the Learn.Gold site. It will either be under Journalism MA or the relevant course, for example: Journalism In Context. Everything you need for EastLondonlines is on the BEAT REPORT page which you need to sign up to immediately. I will keep in contact with you both through Learn.Gold news forum and via email. If you have a private email address that you normally use please can you make sure that all college e.mail traffic is directed to it so that you don't miss information.

This course is extremely intensive and we expect you to work collaboratively as well as working on your individual assignments. We very strongly believe that learning is at its best when it is collaborative and that you will learn as much from each other as you do from the staff. It is in this spirit that the course is designed and we expect every member of the class to give of their best in all circumstances and on all assignments.

We are conscious that these are challenging times for our industry. Jobs in old media have been lost over the past couple of years and this is one of the reasons why we are re-doubling our efforts in areas of new-media. We expect you to graduate with skills that bring together traditional and new knowledge. Part of your learning will be via work experience. We expect all of you to spend at least part of your 'vacations' engaged in work experience in a range of media and we can give advice about where you should plan to go if you have not already made arrangements. We are happy for you to spend a day a week during term time engaged in similar activities but are not happy about work experience that interferes with your course commitments. Please also make yourself familiar with ALL the traineeships available. I will post information on Learn.Gold when I have it but it is your responsibility to ensure that you have checked entry dates. The Financial Times dates are usually before Christmas.

If you have problems either personally or with the course please talk to me about it, or, if you would prefer, you can always talk to the course representative (who you must elect from among you) or to Tony Downton, the Practice MA Co-ordinator. This is a tough course but an enjoyable one. Your teachers will be hard on you and won't let shoddy work go un-challenged. We know that the more you put into it the more you will take away - and that isn't just in terms of your work. For many graduating students, the biggest gift the year has provided, is a group of friends to share their future triumphs and struggles with. Enjoy!

Angela Phillips

**Disclaimer composed by the College Secretary, March 2006**

The information in this handbook was correct in August 2007. Whilst it is as far as possible accurate at the date of publication, and the College will attempt to inform students of any substantial changes in the information contained in it, the College does not intend by publication of the handbook to create any contractual or other legal relation with applicants, accepted students, their advisers or any other person. The College is unable to accept liability for the cancellation of proposed programmes of study prior to their scheduled start; in the event of such cancellation, and where possible, the College will take reasonable steps to transfer students affected by the cancellation to similar or related programmes of study. Please see the Terms and Conditions in the relevant prospectus.

The College will not be responsible or liable for the accuracy or reliability of any of the information in third party publications or websites referred to in this booklet.

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### **Handbook Guidelines**

This handbook/booklet should be read in conjunction with the *General Regulations and Codes of Practice for Students*, which are available on the web at [www.gold.ac.uk/regulations](http://www.gold.ac.uk/regulations).

It should also be read in conjunction with the *Information for Students Handbook*, (which is available on the web <http://old.gold.ac.uk/student-handbook/> and the Programme Regulations for the specific programme of study which you are following. These are available on the web at <http://old.gold.ac.uk/regulations/progreps>

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### **College Regulations**

By enrolling, you undertake to comply with the College's Programme and General Regulations, and with the Charter, Statutes and Ordinances of the College. In the event of any inconsistency existing between information provided in this handbook, and either the Programme or General Regulations, the Programme and General Regulations shall govern in all cases. If you have any queries about apparent inconsistency between information in this handbook and the Regulations, please contact the Academic Registrar in writing.

### **'Force Majeure'**

#### **Obligations of the University**

Goldsmiths College undertakes all reasonable steps to provide educational services including teaching, examination, assessment and other related services, set out in its prospectuses and programme literature ("Educational Services"). However, except where otherwise expressly stated, Goldsmiths College regrets that it cannot accept liability or pay any compensation where the performance or prompt performance of its obligations to provide Educational Services is prevented or affected by "force majeure". "Force majeure" means any event which the College could not, even with all due care, foresee or avoid. Such events may include (but are not limited to) war or threat of war, riot, civil strife, terrorist activity, industrial dispute, natural or nuclear disaster, adverse weather conditions, interruption in power supplies or other services for any reason, fire and all similar events outside our control.

**MA Journalism - Regulations**

**(730037A)**

**Curriculum**

Candidates are required to take five compulsory courses. Note that all cover a number of different components which are described in greater detail below.

|   |
|---|
| Journalism Practice MC7 1003A (features)                      |
| Journalism Practice MC7 1004A (news)                          |
| Journalism Production Theory – Journalism in Context MC71002A |
| Media, Law and Ethics MC71058A                                |
| Asking the Right Questions (MC71116A)                         |

**Duration of Programme of study**

Full time: One calendar year

**Examination**

|  |   |
|--|---|
| One unseen 3 hour written paper on Media, Law and Ethics   | MC71058A<br>30 CATS                     |
| One essay of 4-7,000 words related to issues of Multimedia Journalism.   | MC71002A<br>15 CATS                     |
| Research Assignments including beat report.  | MC71116A 15<br>CATS                     |
| Journalism Practice (news) <ul style="list-style-type: none"> <li>One portfolio of news stories(5)</li> <li>One week of editing responsibility (you are responsible for collecting and handing in screen grabs of each day and downloads of news stories for your week with a description of your role).</li> </ul>  | MC71004A<br><br>30 CATS                 |
| Journalism Practice (Features)<br>Made up of:<br>One portfolio of original features (66%) which must include: <ul style="list-style-type: none"> <li>A substantial topical feature of 2500-3000 words</li> <li>two shorter features of not less than 1500 words.</li> <li>a web feature (which must involve video, slide shows and/or audi</li> <li>a magazine sub-editing test</li> </ul> Deadlines must be adhered to for all your work and failure to hand work in on time will result in a mark penalty<br><br>A magazine produced as a group project of which individual work will carry fifty per cent of the marks. (34%) | MC71003A<br><br><br><br><br><br>90 CATS |
| Viva voce examination relating to the coursework (if required)   |   |

**Dates of Examination**

Dates of examinations and the deadlines for submission of coursework will be published to students at the beginning of the academic session, with the exception of any unseen written papers, the dates of which will be published in the Autumn term. These dates are binding and instances of non-attendance, non-submission or lateness will be treated in accordance with the College's Regulations in these respects.

**Hand in Dates**

**MC71003A:** Practice Portfolio: Thursday 12 June

hand in **(two copies)** venue to be advised between 10am & 2pm

|                                   |
|-----------------------------------|
| <b>Administrative information</b> |
|-----------------------------------|

**MA Journalism**

|                                 |                             |
|---------------------------------|-----------------------------|
| <b>Awarding Institution:</b>    | The University of London    |
| <b>Teaching Institution:</b>    | Goldsmiths College          |
| <b>Programme accredited by:</b> | Periodical training Council |
| <b>Final Award:</b>             | Master of Arts              |
| <b>Programme:</b>               | Journalism                  |

This specification is informed by *The Framework for Higher Education Qualifications, the Goldsmiths' Learning and Teaching Strategy* and *The Aims and Objectives of the Department's Learning and Teaching*. It was written by Angela Phillips, in March 2002.

**Programme Convenor:** Angela Phillips (Room2:34) 0207 919 7610

|                          |                  |
|--------------------------|------------------|
| <b>Technical Advisor</b> | Alex Drinkwater. |
|--------------------------|------------------|

**Tutorials:** see notice board near office door.

**Course Administration:** Brenda Ludlow 020 7919 7615

Senior Tutor Richard Smith

Head of Department Natalie Fenton and Nick Couldry

**External Examiner:** Glenda Cooper

**Access to Computer Rooms**

Students will have access to the journalism computer rooms during term time, **9.30am to 8.00pm Monday to Thursday, and 9.30am to 4.30pm Fridays**, when they are not being used for teaching and when security staff are available. Please note that this room is shared with 2<sup>nd</sup> and 3<sup>rd</sup> year undergraduates who have priority access on Tuesdays and Fridays in the Spring term. Note that there are also computer facilities in the Rutherford Information building and you may use room 119 NAB for work on EastLondonLines when your room is not available. During holidays the computer rooms may need to be closed for maintenance, but otherwise will be available **9.30am to 4.30pm Monday to Friday**.

**Telephones**

Use of college telephones is permitted only for work related to your course. International calls can only be made with the permission of the programme convenor. If this privilege is abused outgoing call facilities will be withdrawn.

|                             |
|-----------------------------|
| <b>Programme Monitoring</b> |
|-----------------------------|

There are two formal methods of programme monitoring in operation.

You will be asked to complete Course Evaluation Forms in the last week of each practice and theory course. Please follow the instructions carefully when completing these forms, as they will be machine scanned.

Each MA has its own PROGRAMME MONITORING COMMITTEE that meets once in the Autumn and once in the Spring Term to discuss views on the content, structure and methodology of the degrees.

Your MA group will be asked to elect a student representative at the first meeting of the year. Minutes of the programme meetings are discussed at Departmental Staff Meetings and responses made to issues raised. The minutes and responses from each Programme Monitoring Meeting are available for inspection by any student.

We greatly value the input of student representatives and informal meetings are also held with them so that any problems can be quickly identified and resolved.

**Programme Monitoring Meetings**

The student representatives from each programme meet with the Programme Convenor and the MA Practice Programmes Co-ordinator, Tony Downmunt. These are usually held on the WEDNESDAY of monitoring weeks (week 6 of term).

**EVERY COURSE MUST ELECT A REPRESENTATIVE**

**General Outline Timetable**

**Journalism in Context:MRB screen 1**

**Shorthand: Autumn: NAB 3.14 Spring Monday NAB 3.14 and Thursday MRB 12**

**Media Law Room NAB Screen Room**

**Asking the Right Questions MRB Screen 1**

**Narrative in Practice: MRB Screen 1**

**Journalism Practice NAB 1.04 (we may switch in Spring term)**

Access to MA computer room. Autumn: Mondays, Wednesdays, Thursdays, Fridays (with third years). Spring: Monday, Wednesdays and Thursdays. At other times you can use computer services. If you are on rota for ELL you can use room 119

Please note that we start all sessions on time. You will not be allowed into shorthand if you arrive late.

**Autumn – Taught Components: news /web/video production**

|            | Monday  | Tuesday  | Wednesday                                     | Thursday  | Friday                   |
|------------|---|--|---|---|--------------------------|
| Weeks 1-3  | 10-11: Journalism in Context<br>11-12 seminar<br>2-4 web intro<br>5-7pm shorthand   | 9-10 editorial meeting/<br>News gathering<br><br>1-2 shorthand<br>4-5.30 Law | 11-1pm Asking the Right Questions<br>Screen 1 | 10-11 read papers and check websites<br><br>11- 4 news workshop |                          |
| Week 4-5   | 10-11: Journalism in Context<br>11-12 seminar<br>2-4 video intro<br>5-7pm shorthand | 9-10 editorial meeting/<br>News gathering<br><br>1-2 shorthand<br>4-5.30 Law | 11-1 ARQ                                      | 10-11 news meeting<br>11-4 news workshop                        |                          |
| Week 5     | 10-11: Journalism in Context<br>11-12 seminar<br>2-4 video intro<br>5-7pm shorthand | 9-10 editorial meeting/<br>News gathering<br><br>1-2 shorthand<br>4-5.30 Law | 11-1 ARQ                                      | 10-11 news meeting<br>11-4 news workshop                        |                          |
| Week 6     | NEWSDAY   | 9-10 editorial news gathering<br><br>1-2 shorthand                           | News deadlines<br><br>Production              | News Production Day- 9.30-6.00                                  | News Production Day –3pm |
| Weeks 7-11 | 10-11: Journalism in Context<br>11-12 seminar<br>2-4 video intro<br>5-7pm shorthand | 9-10 editorial meeting/<br>News gathering<br><br>1-2 shorthand<br>4-5.30 Law | 11-1 ARQ<br><br>News deadlines<br>Production  | 9.30-7pm<br>NEWS production                                     | News production see rota |

**Spring – Taught Components: features / web and print production**

|              |   |  |  |  |                           |
|--------------|---|--|--|--|---------------------------|
| Week 1 -3    | Features Course 10-4pm<br><br>5-7pm shorthand | Interviewing/<br>Writing/<br>Web production (see rota) | 10-12 speakers features work<br><br>Media Law revision 5 – 7 | 10-1 production 1-2pm shorthand R13<br>2-5 pm web/ workshops | Web production (see rota) |
| Week 4 and 5 | Features Course 10-4pm<br><br>5-7pm shorthand | Interviewing And writing<br>Web production (see rota)  | 10-12 speakers features work<br><br>Media Law                | 10-1 production 1-2pm shorthand R13<br>2-5 pm web/           | Web production (see rota) |



|           |  |  |                         |  |                           |
|-----------|--|--|-------------------------|--|---------------------------|
|           |  |  | revision 5 - 7          | workshops  |                           |
| Week 6    | 5-7pm shorthand  | (web production (see rota) revision                            |                         | Law exam 10-1  | Web production (see rota) |
| Week 7-11 | Features Course 10-1pm<br>Tutorials 2-5pm<br>5-7pm shorthand | Interviewing research and writing<br>Web production (see rota) | 10-12 speakers features | 10-1 production 1-2pm shorthand R13<br>2-5 pm web workshops<br>COMPLETE COURSEWORK | Web production (see rota) |

**Summer - Taught Components: features and magazine production**

|  |   |  |                                       |   |  |
|--|---|--|---------------------------------------|---|--|
| Week 1-8<br>You can use the computer room every day. The programme will be clarified nearer the time | A detailed production schedule will be provided | A detailed productions schedule will be provided | Tutorials and Seminars by arrangement | Magazine production workshops<br>PM: Tutorials        |  |
|  |   |  |                                       | Hand in portfolio week 7<br>Hand in Magazines week 8. |  |



## ***Programme Specification***

### **EDUCATIONAL AIMS OF THE PROGRAMME**

This full time, one-year programme emphasises a critical approach to the practice of journalism. During the first term you will be introduced to the major theoretical approaches to the study of journalism, to media law and ethics, and to debates about questions of journalism and power, situating them firmly in a practical context. You will learn about the conventions of news reporting by writing news stories and working in a team to produce a weekly publication and website. You will also be encouraged to develop a critique of those conventions. In the second and third terms you will develop these skills but concentrate on feature writing and developing an understanding of genre, audience and style. You will at all times be encouraged to relate the work you are doing to the industrial context in which you will be working in print, on-line and television and to make links with people working in the industry.

As well as subject specific knowledge and skills, the practical and theoretical studies will help you to further develop a wide variety of transferable intellectual, organisational and communications skills that can be applied in a wide range of employment contexts.

Students graduating from this course work as journalists in print (magazines and newspapers), on-line, and in television and PR. The flexibility and cross media nature of the course means that students are well equipped to move between media as their careers develop. Some choose to freelance but most go straight into full time jobs in the industry.

### **Admissions Criteria**

You will normally hold an appropriate first degree (2:1 or above) and have some experience in journalism (student publications, freelance work or work experience is usually acceptable). If you do not have sufficient experience you may be asked to demonstrate your ability to write at this level. If English is not your first language you must hold an IELTS score of 7.0 (including 8.0 for writing).

## ***Learning Outcomes***

The programme's learning outcomes are the result of continuing consultation with professional journalists, visiting tutors, professional colleagues in the Association for Journalism Education, external examiners and ex-students.

The course is up-dated annually to ensure that it is in line with (or ahead of) current practice in the industry. You will also develop a wide range of transferable qualities and skills necessary for employment in a variety of contexts. The Quality Assurance Agency describes these qualities as: effective communication skills, the exercise of initiative and personal responsibility, decision making in complex and un-predictable situations and the independent learning ability required for continuing professional development. Such skills are inherent in most of what you will learn on this course.

### ***1 Knowledge and understanding***

By the end of the programme you should be able to apply:

1. Your conceptual and practical knowledge of a wide range of journalistic techniques and practices (for newspapers, on-line and magazines) to the research and writing of a portfolio of journalistic work to a high standard
2. An understanding of the application of these techniques to work in other media
3. Knowledge of how you may develop a personal approach to your own practice including an understanding of the development of style and clarity in your work
4. Knowledge of methodological techniques to be applied in the research and analysis of issues and information
5. An advanced understanding of issues concerned with audience and genre
6. An understanding of the media and media industries and how they may be conceptualised theoretically
7. A comprehensive knowledge of appropriate legal and ethical issues

8. Knowledge and understanding of techniques appropriate to the constructive evaluation of your own original research of stories and their backgrounds and to the critique of your own completed work and that of others
9. Understanding of the constructive interpersonal skills necessary for a successful shared production process in all sectors

#### **Learning and teaching methods and strategies to support these outcomes**

The acquisition of this knowledge and understanding will be via, 1) your practice courses (see below) 2) a series of lectures and seminars for Journalism in Context, 3) a series of lectures and individual study for Asking the Right Questions and 4) a series of lectures (as well as the application in practical work) on Media Law and Ethics. In addition there will be specific lectures on other known and emerging issues related to the field from members of staff and invited speakers from the industry.

#### **Assessment methods to test these outcomes**

Assessment will be via practical portfolios, research projects, exam and essay (see below for more detail)

### **2 Cognitive And Thinking Skills**

- 1 Ingenuity, originality and appropriateness in your approach to journalism
- 2 Flexibility in use of media and application of technical skills.
- 3 Ability to assess situations quickly and act appropriately
- 4 Ability to synthesize large volumes of information and rapidly summarise them.
- 5 A high level of critical evaluation skills that enable you to make informed and reasoned creative decisions and to critique your own completed work and that of others
- 6 Conceptual knowledge and critical reasoning skills in complex problem solving

#### **Learning and teaching methods and strategies to support these outcomes**

The acquisition of these outcomes is through seminars with lecturers and industry professionals, workshops in which you will be supported by members of technical staff, and also in your individual work produced and discussed via tutorials and individual feedback. Students are encouraged to constructively critique each other's work as well as re-structuring through the skill of sub-editing.

#### **Assessment methods to test these outcomes**

The Assessment of learning outcomes will be by examination of a portfolio of practical work. Outcomes 4 and 6 will also be tested in addition via a research project an essay.

### **3 Subject Specific Skills**

By the end of the programme you should be able to apply these skills:

1. A high level of journalistic skills to research & writing of work to a high standard. These include the application of methodological and evaluation skills in your original research of stories and their backgrounds; the use of relevant critical, analytical and empathetic skills in interviewing; the development of a personal approach to your practice; the ability to apply a high level of presentational skills and to communicate clearly and with style
2. The application of well developed interpersonal skills to a shared production process
3. Written and oral communication and management/team strategies appropriate to the needs of each situation
4. A high level of organizational skills in the management of activities and processes
5. Appropriate knowledge of online news production including picture handling
6. Appropriate knowledge of feature writing across genre
7. Appropriate knowledge of print production including sub-editing, picture handling, basic design and use of lay-out software
8. Basic photography
9. Basic Video and audio

10. Basic skills with appropriate web tools.

#### **Learning and teaching methods and strategies to support these outcomes**

The acquisition of these skills is achieved through both practical and theoretical studies and you will receive constant feedback on your performance via tutorials and individual feedback. Computer based skills are demonstrated by a technical adviser but you are expected to learn by the application of these skills to your own work. Team productions also aid the acquisition of these outcomes.

#### **Assessment methods to test these outcomes**

All will be evaluated via individual and group work in journalism practice (news) and journalism practice (features). More detail on assessment see above.

#### **4 Transferable Skills**

All the skills learned in sections 2 and 3 above are transferable across a wide range of media and can be utilised in a wide range of employment. All are also transferable life skills which will enhance the ability of students to operate as fully engaged citizens of a democracy.

#### **Assessment methods to test these outcomes**

All these skills are assessed via the assessment methods mentioned above.

The **EXAMS** office sends out results and transcripts.

|  |
|--|
| <b>WHAT YOU WILL LEARN AND HOW IT WILL BE ASSESSED</b> |
|--|

**1 Production Component:**

**Practical courses:** (See outline timetable above and detailed timetables on Learn.Gold)

- **News:** in the first term students will produce a news website and will learn about news content; the establishment of a news agenda; researching; interviewing; writing; 3
- **Features:** in the second term the course concentrates on features. The course will examine the marketing of ideas, and different ways of presenting features for different outlets.
- **Production:** Students will produce together: a news website, a web feature and a magazine. They will take courses in sub-editing and lay-out, basic video and online techniques and a short course in audio.
- A shorthand course will be provide although it is not assessed as part of the MA.

#### **Journalism Practice (news) MC71004A**

30 CATS

You will work as one of a team producing a news website over the Autumn term and for short periods in the Spring term. Your work will be guided and assessed and roles will be rotated through the term. You will be part of the editorial team for two weeks with responsibility for the site overall. You must produce work as requested by your editorial team and you will be assessed on:

- One portfolio of news stories (5)
- One week of editing responsibility– please hand in screen grabs of each day and downloads of news stories for your week with a description of your role.

You will be marked according to the broad criteria below but we are going to be evaluating:

| 1 News Writing:   | 2 News Editing:  |
|---|--|
| Intro: Who What Where When How and Why.<br>News value<br>Original Information<br>Opposing voices<br>Style and structure | Grasp of news values<br>Originality/flare<br>Use of pictures<br>Sub-editing<br>Teamwork skills |

You will also learn video skills which will be one of the techniques admissible for assessment as a web-feature (see below)

**Journalism Practice (Features) MC71003A**  
90 CATS

**Feature Writing Segment:**

You will produce features to regular deadlines over the Spring and Summer terms suitable for print and online. You will also learn the productions skills necessary for print magazine production and web features. Your work will be guided by regular seminars and one-to-one tutorials and feed-back. Your work must be produced to deadline as instructed by your tutor. You will be assessed on one portfolio of original features which must include:

- A substantial topical feature of 2500-3000 words
- two shorter features of not less than 1500 words.
- and a web feature

As well as a magazine sub editing test.

Deadlines must be adhered to for all your work and failure to hand work in on time will result in a mark penalty

**Magazine Production Segment:**

You will produce, in a team, a complete magazine. Lecturers will be available for advice and guidance but this project is self-run and students are expected to use it as an opportunity to demonstrate everything they have learned over the Spring term.

**Marking Criteria**

**The Following Marking Criteria Will Be Applied to individual work**

All work should contain original research and interview material Features will be assessed for:

- A wide range of journalistic techniques and practices (both newspapers and magazines)
- Critical evaluation skills in your own original research.
- The relevant critical, analytical and empathetic skills in interviewing
- A personal approach to your own practice
- An understanding of audience and genre and market (the publication should always be indicated)
- Ethical and legal understanding of your practice

- Critical awareness of the background to the story
- Writing style and ability to communicate clearly
- Ingenuity, originality, scope or appropriateness in approach
- Presentation

**Group Work marking criteria:**

- The level of critical evaluation skills applied to the work of others
- The level of interpersonal communication skills applied to the shared production process
- The level of written and oral communication and management/team strategies appropriate to the needs of each situation
- The level of organizational skills in the management of activities and processes
- The understanding of audience
- The overall success of the product.

**Sub Editing marking criteria**

|                  |   |
|------------------|---|
| <b>Over 70:</b>  | a very effective/ excellent level of skills application |
| <b>Over 60:</b>  | an effective level of skills application                |
| <b>50-59:</b>    | a satisfactory/competent level of skills application    |
| <b>Under 50:</b> | an unsatisfactory level of skills application           |

**Further Assessment Information for Practice**

**Journalism Practice Marking Criteria Guidelines**

**Distinction 80% and above:** Exceptional work of publishable quality showing originality and based on extensive research and independent thought. Represents the achievement of the learning outcomes to an outstanding level.

**Distinction 70% and above:** It will demonstrate the *very effective* application of appropriate knowledge, understanding and skills specified in the learning outcomes. The portfolio will demonstrate an understanding of the target audience, grasp of the subject, critical awareness of the historical and cultural background of your subject, evidence of originality and individual research, evidence of interviewing ability, investigation, ingenuity, originality, scope or appropriateness in your approach to the subject, writing style and ability to communicate with clarity, and presentation. It will be work that the Department would normally regard as appropriate to exhibit, publish or broadcast externally.

**60-69%: (Merit Threshold)** Work that overall achieves a high standard. It will demonstrate the *effective* application of appropriate knowledge, understanding and skills specified in the learning outcomes. The work will have achieved the majority of its goals and will demonstrate a significant degree of originality and ambition with a good level of technical competence. It will be based on an original idea and will be well structured. It will show significant evidence of research/planning and demonstrate a critical awareness of the medium and understanding of the audience. It will be work that the Department would normally regard as appropriate to exhibit or publish or broadcast externally.

**50-59% :** Work of an overall satisfactory standard. It will demonstrate the *satisfactory* application of appropriate knowledge, understanding and skills specified in the learning outcomes. The work achieves its primary goal(s). Technically it will be competent in quality with a recognisable overall structure. It will be based on a degree of research/planning and exhibit some critical awareness of the medium.

**Fail 0-49% :** Work of an overall unsatisfactory standard. It will demonstrate the *unsatisfactory* application of appropriate knowledge, understanding and skills specified in the learning outcomes.

The work will demonstrate little originality or ambition. It is likely that its goals will not have been achieved to a satisfactory extent and its level of technical competence will range from adequate to poor with a weak structure. It will show evidence of a lack of research/planning and indicate little critical understanding of the radio medium with uneven performance by the producer and generally ineffective use of audio elements to sustain the involvement of the audience. It will be work that the Department would not normally regard as appropriate for any exhibition or publication.

**Students are responsible for keeping all their work for inclusion in a coursework file for presentation at the end of the year.**

## **2. Production Theory Components**

**1 Journalism in Context MC7 1002A  
Monday morning 10 am Screen 1 (MRB)**

### **Introduction to Area of Study**

You will be introduced to the major theoretical debates in the study of journalism. We will cover: the current crisis in journalism, questions of political power and the public sphere; ownership forms and how they are changing; the role of audience: as well as regulation and representation. We will also look at journalism as a narrative form. All these debates will be situated firmly in a current and practical context and you will be encouraged to make connections between formal lectures, seminar presentations and practical discussions of the day's events and how they are reported. Sessions will usually be 1 hour followed by a seminar of 1 hour but may be extended if there are special events or speakers. This course will provide you with a theoretical underpinning for your work, which you will develop via personal study later in the year.

### **Learning Outcomes**

**After completing this course you should be able to:**

- Apply conceptual knowledge in order to research and write about the field of journalism.
- Understand the relationship of journalism to the media industry and how it can be conceptualised theoretically.
- Understand and evaluate issues concerned with audience and with political and commercial power.
- Understand how journalism techniques are used to represent and reflect society.
- Apply your knowledge and understanding to a critique of your own and other work.
- Understand the various ways in which journalism is funded and apply your knowledge to a practical project.

### **Learning Methods**

**You will attend a series of ten lectures and seminars in which discussion is encouraged.**

**Assessment,** You are required to submit a 4-7000 word essay related to issues of journalism in late August or September (see information on hand-in dates) or a 4-7000 report on a business strategy which you have planned and executed over the year.

### **Practice Essay Marking Criteria**

The marking criteria for theory essays are, in general:



- the extent to which the course learning outcomes have been achieved
- the originality, ambition, scope and relevance of the essay/project in terms of the topic being addressed
- the structure and form of the essay.
- the presentation of the essay in terms of attention to clarity of expression, clear print/handwriting, spelling and punctuation.

### Postgraduate Essay Marking Guidelines

**Distinction:** A mark of 70%-79% is awarded when the essay demonstrates *the very effective application* of appropriate knowledge, understanding and skills specified in the learning outcomes of the course. The outstanding work will show evidence of extensive relevant reading and an impressive grasp of current major issues in the field. This knowledge will have been reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning, with clear awareness of issues of methodology and evidence, and be particularly clear, well focused and cogent.

A mark of 80% or higher is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality, and will be a significant contribution to debate within the field.

**Pass:** A mark of 60-69% is awarded when candidates demonstrate *the effective application* of appropriate knowledge, understanding and skills specified in the course learning outcomes. The essay will show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. They will demonstrate an ability to relate this reading to their topic, and will clearly have understood and assimilated the relevant literature.

A mark of 50-59% is awarded when the essay demonstrates *the satisfactory application* of appropriate knowledge, understandings and skills specified in the learning outcomes of the course. There is clear evidence of knowledge and understanding, but where there may be limited development of ideas, critical comment or methodology. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.

**Fail:** A mark below 50% indicates that a candidate has demonstrated *an unsatisfactory application* of appropriate knowledge, understandings and skills specified in the production courses learning outcomes.

In line with College policy, your results will be withheld if for any reason you are in debt to the College at the end of the course.

Examined essays **MUST BE TREATED LIKE A FORMAL EXAMINATION PAPER**

**MISSING THE DEADLINE IS THE EQUIVALENT OF NOT TURNING UP TO AN EXAMINATION AND COULD PREVENT YOU FROM CONTINUING YOUR PROGRAM OF STUDY OR GETTING YOUR FINAL DEGREE. TWO COPIES OF THE ESSAY MUST BE HANDED IN. A RECEIPT WILL BE ISSUED TO YOU.**

You are strongly advised to keep a copy of your essay.

**2 ASKING THE RIGHT QUESTIONS – Research in Practice MC71116A AUTUMN 2011  
WEDNESDAYS 11.00 A.M. to 1.00 P.M. in Screen 1, Media Research Building (Compulsory core course)**

Complementing the **Journalism in Context** course, this course aims to equip students with the critical, analytical and practical skills to research and construct stories for public consumption. This

involves three elements: *the procedural* – asking the right questions of whom, when and where; *the political* – knowing the organisational context in which the story has emerged, the constructs in which it will be seen, and the ways in which it will be perceived; and *the personal* – knowing what you can or cannot bring to the story, and managing the human factors that will enhance or obscure your story.

The lectures in the first half of term concentrate on the British system, governmental and local, and in particular on the many different opportunities now available to online researchers. The second half of term concentrates on specialist territories that require particular understanding and research skills, from investigative journalism and statistics to politics and the law. In week 1 you will be assigned a subject brief – a ‘beat’ – a research report on which must be undertaken collaboratively, and written up on the Beat Report wiki by the beginning of Week 6. In Week 7, you will be set a further research task that will be deliverable before the beginning of the Spring Term.

**Outcomes:**

By the end of this lecture series you should:

- Understand the British political system, both national and local, and how to access and interrogate its representatives
- Have a working knowledge of research resources online and elsewhere, knowing how to access and validate them while recognising unreliable sources
- Know how to understand complexity in issues as diverse as fraud & statistics, and have the competence to render them comprehensible to a lay audience
- Have evolved a healthy scepticism about ‘official sources’ and know how to interpret press statements, public pronouncements and the latest figures

**Assessment:** a research report on which must be undertaken, written up and handed in at the beginning of Week 6. A further research task that will be set by your practice course leader.

**PLAGIARISM**

Plagiarism is the presentation of the views of other authors and experts as if they were your own; it must be avoided in all essays at all costs. You can of course present those views either in your own words or in

**3 Media Law and Ethics Course**

Ten lectures/seminars in Autumn term and three revision lectures/seminars in the Spring term- Tuesday evenings 4pm until 5.30 p.m. (Autumn) First three Wednesday evenings 5pm until 7 p.m. (Spring). (see Learn.Gold for full timetable)

Knowledge and skills to avoid the transgression of defamation and contempt and other principal media laws in the UK, the USA and Australia; An appreciation and ability to critically apply principles of ethical conduct in all fields of the media; A critical understanding of the cultural, social and political context of media law making and professional regulation; A critical appreciation of alternative international methods of media law and those factors contributing to

self-regulation by media practitioners.

**Assessment**

The course is assessed by a three hour unseen examination paper in the Spring Term in which section 1 tests and evaluates your knowledge of the main principles. Section 2 tests and evaluates your ability to apply existing law and regulatory principles to fictitious scenarios. Section 3 tests and evaluates your ability to argue academically contemporary issues relating to Media Law and Ethics.

**OPTIONAL COURSES**

**NARRATIVE COURSE Spring Friday 12-2pm**

A course for all MA practice students it starts off by defining what narratives are, the range of forms they take and the functions they serve in contemporary societies. Subsequent sessions look in more detail at specific elements of narrative one by one from story to character to structure to the influence of length, form, medium or content. Examples are drawn from a wide range of sources across fiction non fiction and 'faction' and across narrative and non narrative. These include, film, TV, radio, animation, newspapers, magazines interactive and photographic.

**Journalism books**

Essential

Johnston Dawn Teeline For Journalists, Heinemann

Phillips Angela Good Writing for Journalists Sage 2006

Lee-Wright, Peter, Angela Phillips and Tamara Witschge (2011) Changing Journalism, Routledge.

Keeble, Richard The Newspapers Handbook: Routledge latest version.

Wynford Hicks and Tim Holmes Subediting for Journalists, Routledge (may be substituted)

Guardian Media Guide, Guardian Books, published annually

Morrison, James (2009) Public Affairs for Journalists Oxford: OUP

Tom Welsh (Editor) Walter Greenwood (Editor), David Banks (Editor)), McNae's Essential Law for Journalists latest edition; Oxford University Press

OR

Quinn Frances, Law for Journalists by, 2007, Longman.

Natalie Fenton, ed (2010) New Media Old News, London Sage

Auletta Ken, (2010) Googled: The End of The World as Know It Virgin

Allan Stuart News Culture Open University Press 1999 Buckingham.

Benson, Rodney and Eric Neveu 2005 Bourdieu and the Journalistic Field, Cambridge Polity

Hall S ed Representation: Cultural Representation and Signifying Practices, Sage 1997

Recommended Reading, Practice

Hicks Winford Writing for Journalists, Routledge, 1999

Mackay, J The Magazines handbook, Routledge 2001

Recommended Reading for Journalism in Context

Reading:

Beckett Charlie, (2008) SuperMedia:saving journalism so it can save the world, Blackwell

Bourdieu, Pierre, (1998) On Television and Journalism, London, Pluto Press

Cohen, S, Folk Devils and Moral Panics Blackwell 1987

Curran J and Park, M in De-Westernising Media Studies Routledge 2000

Curran James and Jean Seaton, (2010) Power Without Responsibility, Routledge

Dahlgren, Peter and Colin Sparks, Journalism and Popular Culture, Sage 1992

Durham Peters, John (2005) Courting the Abyss: Free Speech and the Liberal Tradition, Chicago, University of Chicago Press

Eide, Elizabeth, Kunelius, Risto Phillips, Angela 2008 Global Media Events:The Mohammed Cartoons affair and the imagined Clash of civilizations, Stockholm, Nordicom.

Engel M, Tickle The Public: the history of the popular press Gollancz 1996,

Fallows, James Breaking The News: how the media undermine American democracy, Pantheon, US, 1996

- Hall, S et al The Social Production of News in Marris and Thornham, Media Studies A Reader. Edinburgh University Press 1996
- Hall, S 'Cultural Studies: 'two paradigms' in T. Bennett et al (eds) Culture, Ideology and Social Processes. Open University Press, (1981)
- Hallin D, We Keep America on Top of the World, Routledge, 1994.
- Hebdige, D (1979) Subculture: the meaning of style. Methuen.
- Herman E and McChesney, R, 1997, The Global Media in the late 1990s, The Global Media, The New Missionaries of Corporate Capitalism London Cassell.
- Hindeman Matthew (2009), The Myth of Digital Democracy, Princeton University Press.
- Messenger Davies, M (2006) Making People Count Edinburgh University Press
- Manning, P (2001) News and News Sources, a Critical Introduction Sage
- Mackay, H and Sullivan, T, The media reader: continuity and transformation, Sage, London
- Marris and Thornton, (1997) Media Studies :A Reader, Edinburgh University Press
- McNair, Brian, Journalism and the critique of objectivity, in News and Journalism in the UK
- Morley, D (1992) Television, Audiences and Cultural Studies. Routledge.
- Rantanen Terhi, (2009) When News Was New, Wiley Blackwell
- Schudson M (2003) The Sociology of News, WW Norton, New York.
- Schudson The Sociology of News Production in Curran, James and Michael Gurevitch, Edward Arnold ed, Mass Media and Society ed. 1991.
- Thussu, D. K. (2000) International Communication - Continuity and Change, Arnold, London and Oxford University Press, New York
- Van Dijk, Teu Racism and The Press, , Routledge, 1991

You will be expected to read at least one newspaper every day and preferably more. I will also expect you to have listened to a news programme on the radio before you come in on Monday mornings. Check the TV listings for the week ahead and you should check too for un-missable documentaries. The UK Press Gazette and Journalism.co.uk s worth checking to see who is where and what is happening. Monday's Media Guardian is a must. Please buy your own!

## Supporting your learning

The Department recognises the importance of supporting your learning with high quality teaching on a predominantly small group lecture/seminar basis with significant levels of technical and tutorial support. This enables you to receive frequent feedback on many aspects of your performance during the programme. However, you have tutorial access to all academic staff involved in course provision in addition to that timetabled in each course and you are strongly encouraged to seek immediate tutorial help should you encounter difficulties with your studies. The MA Journalism Convenor is also your Personal Tutor with whom you can discuss work or welfare-centred issues. In addition to working with established staff, you will come into contact with visiting professionals from the industry who regularly shares their production expertise.

The Department has up to date media facilities and, where possible, aims to provide practice facilities which emulate current industry use. You also have access to the College's award-winning Rutherford Information Services Building that houses book, computer, multimedia and audio-visual study resources. The College also provides a wide range of other student support services including the English language Unit and details can be found on the College web site.

## Quality matters

### Methods for evaluating and improving the quality and standard of learning

As part of the Department's Quality Assurance System, you take an active part in monitoring quality and standards by providing regular feedback, including questionnaires on the content, management and delivery of all courses. You also feedback to the Programme's Monitoring System which consists of a staff student committee with the power to make recommendations about the quality and standard of programmes of study to the College's Academic Committee. However, our departmental policy is to encourage the resolution of any problems as quickly as possible so that learning is not impeded. Tutorial access to course tutors and/or the Programme Convenor normally enables a speedy resolution to any such difficulties.

The Programme Convenor meets with all academic and technical support staff involved in the learning and teaching provision to evaluate feedback from both students and the External Examiner prior to the planning of each new programme and amendments are routinely made to course design.

As a matter of record, the Department was awarded 22/24 by the national Quality Assurance Agency in its assessment of the standard of learning and teaching within it. This is one of the highest marks awarded to a Media and Communications Department in Britain. The Department also achieved a 5\* grading in the latest Research Assessment Exercise making it one of the two best performing research Media and Communications Departments in the country.

### **Postgraduate Employment And Exhibition**

The students on the MA Journalism programme have an excellent record of employment success in the all areas of the media and cultural industries. Former students are currently working at The Guardian, The Times, The Telegraph, The Independent, BBC and independent television. As well as a number of independent web services, magazines, PR. Overseas students do equally well. Students are encouraged to develop and place their work on a freelance basis while they are studying. It should also be recognized that in the first year after graduation, particularly during periods of economic recession, seeking employment in an increasingly competitive employment market can be challenging. The course tutor along with the College Careers Service do their best to advise on potential vacancies, CV and strategies for securing work.