

University of the West of Scotland

Module Descriptor

Session: 2024/2025

Title of Module: Advanced Magazine Journalism			
Code: JOUR09003	SCQF Level: 9 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Dr Margaret Hughes		
Summary of Module			
<p>Advanced Magazine Journalism will build on skills and knowledge developed in the production of magazine-based work earlier in the programme of study.</p> <p>This module will explore in more depth the range and variety of the market for magazines in the UK. Students will undertake research into the challenges and opportunities to produce digital magazines aimed at mainstream consumer, targeted business and specialist magazines. Students will be encouraged to be entrepreneurial in their approach to producing magazines that target niche markets and focus on special interests.</p> <p>As well as writing editorial to a high professional standard, students will also be required to design the magazines for a digital and/or print environment.</p> <p>The module will also explore this dynamic sector of the media, with more than 5000 magazines produced in the UK, the market is replete with opportunities for students to focus on developing the skills that employers are seeking.</p> <p>The module will also explore the business side of the magazine business, exploring areas such as the role of branded content, brand extension, circulation, advertising, marketing and distribution of magazines.</p> <p>In this module students will explore:</p> <p>Writing content for mainstream & specialist magazines Produce digital consumer & business magazines Explore the business of publishing magazines Develop entrepreneurial skills suitable for the magazine sector</p>			
Module Delivery Method			

Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
See Guidance Note for details.					

Campus(es) for Module Delivery						
The module will normally be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	<input type="checkbox"/>	Term 2	<input checked="" type="checkbox"/>	Term 3	<input type="checkbox"/>

Learning Outcomes: (maximum of 5 statements) These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module. At the end of this module the student will be able to:	
L1	Research, produce content and design digital and/or print magazines to a high professional standard.
L2	Critically analyse the magazine sector and research the requirements for targeted and focussed products.
Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF Level 9 Demonstrating an advanced knowledge of the magazine publishing sector, its audiences and issues related to it. Knowledge of writing for specialist and consumer audiences and targeting work accordingly.
Practice: Applied Knowledge and Understanding	SCQF Level 9 Using a range of journalistic techniques of gathering information in order to produce copy in a range of different styles of magazines.

	Applying knowledge of a range of writing styles appropriate for different magazine sectors.	
Generic Cognitive skills	SCQF Level 9 Evaluating the appropriateness of material for different styles of magazines aimed at different audiences and sectors.	
Communication, ICT and Numeracy Skills	SCQF Level 9 Using a range of styles of advanced newsgathering, interviewing and writing techniques at an appropriate level to produce professional magazine content. Using technology to convey complex material to a range of audiences and for a range of purposes.	
Autonomy, Accountability and Working with others	SCQF Level 9 Exercising autonomy and initiative to gather and produce magazines at a professional level. Taking the initiative for planning and producing a finished publication and meeting reasonable deadlines.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

*Indicates that module descriptor is not published.

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
<p>Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below: Teaching will comprise a series of seminars and practical workshops. Students will explore the market in terms of specific magazine sectors, guest lecturers from the industry will help you to explore and learn about the opportunities to become more entrepreneurial and compete successfully in this dynamic sector. The focus of the module will be on practical writing and production workshops with the production of digital magazines for a range of audiences that you will publish online.</p>	<p>Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)</p>

Lecture/Core Content Delivery	18
Laboratory/Practical Demonstration/Workshop	18
Independent Study	164
	200 Hours Total

****Indicative Resources: (eg. Core text, journals, internet access)**

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Gough-Yates, A (2003), *Understanding Women's Magazines*, Routledge

McKay, J. (2012), *The Magazines Handbook*, Routledge

Morrish, J. (2003), *Magazine Editing: How to develop and manage a successful publication*, Routledge

Whittaker, J. (2008), *Magazine Production*, Routledge

Useful websites:

www.internationalmagazinecentre.com

www.ppa.org.uk

(*N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#): Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attendance at all classes & seminars; engagement in group & individual in-class activities.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Arts & Media
Assessment Results (Pass/Fail)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	Arts & Media
Moderator	Elizabeth McLaughlin
External Examiner	TBC
Accreditation Details	N/A
Changes/Version Number	0/1

Assessment: (also refer to Assessment Outcomes Grids below)

Formative Assessment

There will be a series of formative assessments that will take place at regular intervals throughout the duration of this module in order to inform your learning and to give you feedback. These feedback sessions will take place during tutorial times.

Summative Assessment

This will be completed in the production of two assessed magazines, produced to relevant professional standards.

Assessment 1: (LO 1&2) – Digital magazine project (50%) – students will produce a consumer magazine and a B2B magazine in line with professional standards and market requirements. Students will produce an analytical commentary (c.300 words) on the suitability of their magazines for the targeted markets.

Assessment 2L (LO1&2) – Digital magazine project (50%) - students will produce a consumer magazine in line with professional standards and marketing requirements. Students will produce an analytical commentary (c. 300 words) on the suitability of their magazines for the targeted markets.

(N.B. (i) **Assessment Outcomes Grids** for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.

(ii) An **indicative schedule** listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio	X	X				50%	0

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio	X	X				50%	0

Component 3							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Combined Total for All Components						100%	XX hours

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections.	12/12/23	D Taylor

