

**University of the West of Scotland
Postgraduate Programme Specification**

Session: 2022/23

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Named Award Title:	MA Broadcast Journalism
Award Title for Each Award:	MA Broadcast Journalism PG Cert Broadcast Journalism PG Dip Broadcast Studies
Awarding Institution/Body:	University of the West of Scotland
Language of Instruction & Examination:	English
Award Accredited By:	Broadcast Journalism Training Council
Maximum Period of Registration:	To ensure currency of knowledge the maximum completion time for this programme will normally be two years full time 4 years part-time.
Mode of Study:	Full Time Part Time
Campus:	Ayr
School:	School of Business & Creative Industries
Programme Leader:	Elizabeth McLaughlin

Admission Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

Appropriate Undergraduate Qualification

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified by Chapter 2 of the Regulatory Framework together with the following programme requirements: Honours degree (minimum 2:2 classification or a bachelor's degree with significant and relevant work experience. Where candidates do not meet the standard entry requirement, they must demonstrate that they have sufficient relevant professional or practice-based experience to undertake their chosen programme of study. They may be admitted to the programme at the discretion of the programme Admissions Officer/Programme Leader. As part of the application process candidates are required to attend an interview, complete a writing exercise and carry out a voice-test.

Other Required Qualifications/Experience

English language proficiency is also a requirement, with candidates expected to achieve IELTS average standard of 7.5 (accreditation requirements)

Admission based on Recognition of Prior Learning (RPL) will comply with the University's Regulatory Framework (Chapter 2), as well as University regulations on postgraduate study and guidance on RPL. Credit transferred into the programme through Accreditation of Prior Learning (APL) must have been subject to reliable and valid methods of assessment at a recognised HEI. Accredited Prior Experiential Learning (APEL) entry is also permitted. The amount of credit transferred through RPL (APL and APEL) will comply with the maxima set out in the Regulatory Framework. Candidates should note that transferred credit does not carry a grade, therefore, award with distinction cannot be granted for awards where credit is transferred in at level 11.

Further desirable skills pre-application

A demonstrable interest in journalism, news and current affairs and/or relevant previous work experience in journalism, broadcasting and media.

General Overview

Accredited by the industry training body, the Broadcast Journalism Training Council (BJTC), as a multi-media course, the Broadcast Journalism MA aims to equip students with the necessary skills, knowledge, understanding and other attributes expected of professional broadcast journalists at the start of their careers. It is also designed to encourage students to engage critically with, and make informed judgments on, current professional practices and ethical issues. Students will be expected to apply specialised techniques and plan and execute a significant project of original research, culminating in a documentary or broadcast portfolio.

Your learning and teaching in Arts & Media aligns to principles set out in the UWS Curriculum Framework 2022. Module and programme design is therefore guided by a flexible, hybrid and student-centred approach. We design module assessments to be authentic both in terms of their academic rigour and relevance to the creative industries. The journey through your chosen programme of study is designed to be simple and coherent, developing a full range of academic, creative and conceptual skills required to develop exciting and sustainable careers in the creative industries. Your voice is important in helping us shape learning and teaching that is inclusive and contemporary, so we encourage you to engage with opportunities to feedback on your experiences.

In Term one full time students will take three modules: two core modules Journalism Law and Regulation; News Journalism and an option module from Level 10 or Level 11 modules in Arts and Media division. The ability to understand and apply legal constraints on journalists is essential therefore students will be introduced to key areas such as defamation, contempt of court, reporting restrictions on children and broadcasting codes. Students will also study developing areas of the law – such as privacy and freedom of information and analyse accompanying ethical issues. Delivery of this module will include guest speakers from journalism and visits to criminal courts. In News Journalism students will be introduced to, and practice, professional reporting, editing and presenting techniques for radio, online and social media. This module will be delivered in broadcast newsroom and radio studios. Newsdays are a key part of this module, during which students simulate the work of practising journalists by compiling and presenting hourly radio bulletins and associated multi-media content. Professional voice training is also an important element of the News Journalism module (as well as being a requirement of BJTC accreditation).

In Term 2 students integrate with students on other postgraduate courses within the Arts and Media Division of the School of Business & Creative Industries in order to engage with a wider experience of creative environments in recognition of the evolving nature of professional journalism skills and demands. The students also undertake Television Journalism which is a core module and requires students to cover multi-platform news days, produce film packages, conduct live two-ways, put together out-of-vision sequences appropriate for television news programmes and carry out live presentation in the university's television studios. In this module, the students film and edit their own material. Also in T2 is core module Journalism & Public Affairs and students will engage with research related to language use, public service broadcasting and national identity and journalism and democracy. Staff teaching on the module have published in academic journals on relevant areas and the intention is to engage with activity in the hub related to new media and citizen journalism. Students will also have the opportunity to carry out practice as research by producing original journalism in the context of public affairs. The Creative Industries Professional Practice module offers the students the opportunity to produce student-negotiated and individualised programme of professional development (during which students will go on 15 days of work placement).

The Creative Masters Project will give students the opportunity to complete a sustained piece of professional broadcast work such as a television or radio documentary and reflective, critical essay, again aligning with the work of the Culture and Creativity Research Hub.

Building on the School of Business and Creative Industry's focus on research and practice-based research and successful REF submission, the programme is also informed by the AHRC's models of practice-led research and other forms of media arts and creative industries focused research.

Graduate Attributes, Employability & Personal Development Planning

The programme is fully aligned with institutional priorities around the development of graduate attributes and with the institutional policy on personal development planning. The mapping of programme and module learning outcomes and employability-integrated assessment ensures the visibility of graduate attributes, employability and citizenship competencies. Personal development is embedded and explicitly signposted in the curriculum, with students provided with regular opportunities to capture and evaluate progression and development, stimulating reflection, self-regulation and a more constructive engagement with employability. It is recognised that personal development planning is an essential component of lifelong learning and continuing and professional development. To support this activity, all students are provided with access to personal development planning tools and enabled to develop a personal e-portfolio across the programme.

Input from current professional practitioners is an important element of the course. During term one newsdays are supported by visiting news editors from both the commercial sector and the BBC. In addition students have the opportunity to visit BBC Scotland, STV and a range of commercial radio stations and there is also a lively series of guest lectures and workshops from working journalists.

UWS has an excellent reputation within the industry and members of the programme team talk regularly with employers to ensure the curriculum meets their requirements. Our record of getting students into jobs is impressive. Broadcast Journalism graduates from UWS have found work across Scotland and further afield in the BBC, STV, Bauer Media as well as the press office of organisations such as the Scottish Football Association and the RSPB. Non-traditional journalism employers such as Creative Skills have also employed graduates because of their multi-media and broadcast skills. The accreditation by the BJTC, which is backed by the BBC and ITN, demonstrates the career-focused nature of the course.

Work Based Learning/Placement Details

The Creative Industries Professional Practice module as a core module at level 11 which features a significant component of employability focused CPD through intensive workshops and also offers the potential of additional Work Related Learning via placement (both on location and remote), existing employment or professional practice projects. The module takes into account the University policy on Work-Based Learning procedure (<https://www.uws.ac.uk/media/4372/uws-workbased-learning-procedure.pdf>) and the QAA quality code of practice 2018 <https://www.qaa.ac.uk/quality-code/advice-and-guidance/work-based-learning>.

All students will undertake work related learning through the module Creative Industries Professional Practice with a professional media industry/broadcast journalism employer. This credit-bearing module offers the student several ways to achieve credit for the additional assessed portfolio element. For students on the MA Broadcast Journalism programme, this will involve appropriate industry placement(s).

Students will be encouraged to maintain a blog / e-Portfolio of the experience, including related production activity as appropriate and collect visual evidence and written testimony relating to their experiences and performance which can be used to enhance the professional portfolios and show reels.

Engagement

In line with the **Academic Engagement Procedure**, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time.

Where a programme has Professional, Statutory or Regulatory Body requirements these will be listed here:

Students are required to attend all scheduled classes and participate with all delivered elements of the module as part of their engagement with their programme of study. Consideration will be given to students who have protection under the appropriate equality law. Please refer to UWS Regulations, Chapter 1, 1.64 – 1.67, available at the following link: <http://www.uws.ac.uk/current-students/rights-and-regulations/regulatory-framework/>

Equality and Diversity

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

In line with the Equality Act 2010, the curriculum and delivery of Business and Creative Industries programmes are designed to promote the general equality duty, namely to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act;
- Advance equality of opportunity between people who share a protected characteristic and those who do not; and
- Foster good relations between people who share a protected characteristic and those who do not.

The programme supports equality of opportunity for students from different backgrounds and with different learning needs. Using appropriate platforms, learning materials will be presented electronically in formats that allow flexible access and manipulation of content. The programme complies with University regulations and guidance on inclusive learning and teaching practice. Specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. The School of Business and Creative Industries is committed to enabling all learners, respecting diversity, promoting equality and embedding inclusivity in all aspects of its work. It is fully cognisant of and compliant with relevant external and institutional policy in this area. The University's Equality, Diversity and Human Rights Policy can be accessed at the following link:

<http://www.uws.ac.uk/equality/>
UWS Equality and Diversity Policy

Students are also expected to consider their audience in terms of being inclusive and ensuring a representative audience and voices are included in all reporting and news gathering.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (**Chapter 1, Regulatory Framework**)

A. PG Cert

Learning Outcomes (Maximum of 5 per heading)

Knowledge and Understanding	
A1	Demonstrate and/or work with: Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of creative media practice
A2	A critical understanding of the principal theories, concepts and principles associated with broadcast and multimedia journalism
A3	Extensive, detailed and critical knowledge and understanding in one or more broadcast journalism specialisms, much of which is at or informed by leading-edge developments
A4	A critical understanding of the principal concepts of law and media regulation as they relate to professional journalism practice
Practice - Applied Knowledge and Understanding	
B1	Use a significant range of the principal skills, techniques, practices and/or materials which are associated with broadcast journalism
B2	Use a range of specialised skills, techniques, practices and/or materials which are at the forefront or informed by forefront developments associated with broadcast journalism
B3	Apply a range of standard and specialised research or equivalent instruments and techniques of enquiry

B4	Demonstrate originality or creativity in the application of knowledge, understanding and/or practice
B5	Practice in a wide and often unpredictable variety of professional level contexts
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced and specialised skills relevant to broadcast journalism, for example: audio and video production, social media for journalists and documentary and podcast production. communicate, using appropriate methods to a range of audiences with different levels of knowledge/experience Communicate with peers, more senior colleagues and specialists
C2	Use a wide range of software to support and enhance work at this level
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Apply critical analysis, evaluation and synthesis to issues which are at the forefront of or informed by developments at the forefront of broadcast journalism – particularly in the field of media law and regulation
D2	Deal with complex issues and make informed judgements in situations in the absence of complete or consistent data/information.
D3	Develop original and creative responses to problems and issues
Autonomy, Accountability and Working With Others	
E1	Exercise substantial autonomy and initiative in professional and equivalent activities
E2	Take responsibility for own work and/or significant responsibility for work of others
E3	Take responsibility for a significant range of resources
E4	Demonstrate leadership and/or initiative and make an identifiable contribution to change and development
E5	Practice in ways which draw on critical reflection on own and others' roles and responsibilities

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
11	JOUR11001	Journalism Law & Regulation	20	✓			
11	JOUR11002	News Journalism	20	✓			

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	BROA10002	American TV	20	✓			
11	CMPG11004	Applied Creative Contexts	20	✓			
10	BROA10001	Developing Factual Formats	20	✓			
10	JOUR10002	Global Issues in Sport	20	✓			
10	BROA10003	Podcasting	20	✓			

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

The Post-Graduate Certificate Broadcast Studies is typically offered as an exit award after successful completion of 60 credits of which a minimum of 40 are at SCQF 11 and none less than level 10.

Criteria for Progression and Award

Students will be awarded the PG Cert in Broadcast Journalism when they have successfully completed two core modules from a combination one of which must be Journalism Law and Regulation, from the following News Journalism and Television Journalism. In addition to two core modules representing 40 credits student need to accrue 20 credits from the optional module selection giving the student a total of 60 credits of which a minimum of 40 are at least SCQF 11

B. PG Dip

Learning Outcomes (Maximum of 5 per heading)

Knowledge and Understanding	
A1	Demonstrate and/or work with: Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of broadcast journalism and practice
A2	A critical understanding of the principal theories, concepts and principles underpinning contemporary broadcast and multi-media journalism with specific reference to the coverage of public affairs. Extensive, detailed and critical knowledge of one or more journalism specialism, much of which is informed by developments at the forefront.
A3	A critical understanding of a range of specialized theories, principles and concepts applying to broadcast journalism.
A4	Extensive, detailed and critical knowledge and understanding in one or more specialisms related to broadcast journalism, such as public affairs journalism, much of which is at or informed by developments at the forefront
Practice - Applied Knowledge and Understanding	

11	CMPG11002	Creative Industries: Professional Practice	20		✓		
11	JOUR11003	Journalism & Public Affairs	20		✓		
11	JOUR11001	Journalism Law & Regulation	20	✓			
11	JOUR11002	News Journalism	20	✓			
11	JOUR11004	Television Journalism	20		✓		

* Indicates that module descriptor is not published.

Footnotes¹⁰

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	BROA10002	American TV	20	✓			
11	CMPG11004	Applied Creative Contexts	20	✓			
10	BROA10001	Developing Factual Formats	20	✓			
10	JOUR10002	Global Issues in Sport	20	✓			
10	BROA10003	Podcasting	20	✓			

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

The Post-graduate Diploma Broadcast Journalism is typically offered as an exit award after successful completion of 120 credits of which a minimum of 90 are at SCQF 11 and none less than SCQF level 10.

For information on the criteria for the award of Distinction please refer to University Regulations, Chapter 3 (3.25).

C. Masters

Learning Outcomes (Maximum of 5 per heading)

Knowledge and Understanding	
A1	Demonstrate and/or work with:
A2	Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of broadcast journalism
A3	A critical understanding of the principal theories, concepts and principles underpinning contemporary broadcast and multi-media journalism.
A4	A critical understanding of a range of specialized theories, principles and concepts applying to broadcast and multimedia journalism.

A5	Extensive, detailed and critical knowledge and understanding in one or more specialisms related to broadcast and multimedia journalism, much of which is at or informed by developments at the forefront
Practice - Applied Knowledge and Understanding	
B1	Use a range of specialised skills, techniques, practices and/or materials which are at the forefront or informed by forefront developments in broadcast and multimedia journalism.
B2	Apply a range of standard and specialised research or equivalent instruments and techniques of enquiry
B3	Plan and execute a significant project of research, investigation or development
B4	Demonstrate originality or creativity in the application of knowledge, understanding and/or practices
B5	Practice in a wide and often unpredictable variety of professional level contexts
Communication, ICT and Numeracy Skills	
C1	Use a range of advanced and specialised skills relevant to broadcast and multimedia journalism – for example: audio and video editing
C2	Communicate, using appropriate methods, to a range of audiences with different levels of knowledge/expertise
C3	Communicate with peers, more senior colleagues and specialists
C4	Use a wide range of software to support and enhance work at this level
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of broadcast and multimedia journalism.
D2	Identify, conceptualise and define new and abstract problems and issues
D3	Develop original and creative responses to problems and issues
D4	Critically review, consolidate and extend knowledge skills practices and thinking in a subject/discipline
D5	Deal with complex issues and make informed judgements in situations in the absence of complete or consistent data/information
Autonomy, Accountability and Working With Others	
E1	Exercise substantial autonomy and initiative in professional and equivalent activities
E2	Take responsibility for own work and/or significant responsibility for the work of others
E3	Take responsibility for a significant range of resources
E4	Demonstrate leadership and/or initiative and make an identifiable contribution to change and development

E5	Practise in ways which draw on critical reflection on own and others' roles and responsibilities
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Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
11	CMPG11002	Creative Industries: Professional Practice	20		✓		
11	JOUR11003	Journalism & Public Affairs	20		✓		
11	JOUR11001	Journalism Law & Regulation	20	✓			
11	CMPG11007	Masters Creative Project	60	✓	✓	✓	
11	JOUR11002	News Journalism	20	✓			
11	JOUR11004	Television Journalism	20		✓		

* Indicates that module descriptor is not published.

Footnotes

The Masters Creative Project will be a significant piece of practice-led research comprising of a major broadcast practice output in a specific journalism area chosen by the student and building on their previous skills and experience and development and research. The project proposal will be developed in negotiation with the programme team and following approval an appropriate supervisory team will be designated. The Masters Creative Project provides students with the opportunity to develop an industry, or production-orientated focus over a concerted period of time where they will undertake a substantial piece of professional journalism practice/practice led research on their own, (for example a radio or television documentary) based on both substantial creative output and the production of a 5,000 word written contextualisation.

Under the guidance of an allocated supervisor from the programme team, students are given the freedom to pursue their project in some depth; consolidating the wide range of learning and practice to which they have been exposed in previous modules. The design and implementation of the project serves to allow students to demonstrate to examiners, to peers and to potential employers, their command of their chosen area of practice and associated critical theory, as well as their analytical skills and an awareness of both the principles and practice of research more generally.

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	BROA10002	American TV	20	✓			
11	CMPG11004	Applied Creative Contexts	20	✓			

10	BROA10001	Developing Factual Formats	20	✓			
10	JOUR10002	Global Issues in Sport	20	✓			
10	BROA10003	Podcasting	20	✓			

* Ind10

icates that module descriptor is not published.

Footnotes

Criteria for Award

The award of MA Broadcast Journalism shall be awarded to students who have completed 180 credits with a minimum of 150 at SCQF11 and none less than SCQF10

For information on the award of Distinction, please refer to University Regulations, Chapter 3 (3.25).

<p>Regulations of Assessment</p> <p>Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework. An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework. To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.</p>
<p>Combined Studies</p> <p>There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for an exit award of PgCert/ PgDip in Combined Studies.</p>

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