

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	Cert HE Journalism				
4	Programme Code(s)	MEJRN-H				
5	UCAS code (if applicable)	N/A				
6	Home Department	Film, Media and Cultural Studies				
7	Exit Award(s)	N/A				
8	Duration of Study (number of years)	2				
9	Mode of Study	FT		PT	✓	DL
10	Level of Award (FHEQ)	4				
11	Other teaching depts or institution	N/A				
12	Professional, Statutory Regulatory Body(PSRB) details	N/A				
13	QAA Benchmark Statement	N/A				

14	Programme Rationale & Aims
	<p>This programme gives students an introduction to the practice and theory of journalism, with an emphasis on transferable professional skills and critical awareness of the media and creative industries.</p> <p>Programme aims:</p> <p>To offer students the chance to develop skills in journalism, to understand the industrial, political and social context of their work, and to evaluate their performance.</p> <p>To develop students' media culture so that they can put their own and others' work in context, and thus develop their professional capacities and employability.</p> <p>To develop students' communication, study, written, team-work and performance and creative skills as appropriate, together with students' ability to evaluate their own practice.</p>

15	Entry Criteria
	The Cert HE in Journalism is open to all who are interested in learning basic practical journalism skills and understanding their professional and cultural contexts.

16	Learning Outcomes
	<p>Subject Specific:</p> <ul style="list-style-type: none"> • Awareness of the language and aesthetic practices of journalism and knowledge of the main theories relating to journalistic production; • Understanding of the historical, social and political context of media production, markets

	<p>and institutions.</p> <ul style="list-style-type: none"> • Understanding of the practice and theory of print culture and electronic multimedia, in a variety of historical, cultural and commercial contexts. • Knowledge of mainstream media forms and alternatives to the mainstream, of media genres and national and international perspectives. <p>Intellectual:</p> <ul style="list-style-type: none"> • Ability to learn as well as critique current institutional practices and offer alternatives. • Ability to analyse texts in different forms of media. • Ability to assess a wide variety of information in media form, and to present them in practical projects • Critically evaluate practical media work • Ability to evaluate own work critically • Ability to communicate ideas in different media formats • Ability to plan own learning and skill development <p>Professional:</p> <ul style="list-style-type: none"> • Through practical options – skills in journalistic techniques and the communication of ideas in print or electronic form; • skills in communicating ideas in narrative form; • ability to analyse a creative brief and to identify appropriate creative models; • ability to analyse the effectiveness of their own creative work. • Through discussion groups and through team work (journalism, screenwriting) ability to work with others and to respect their views. • Ability to write clearly and concisely • Ability to make informed decisions • Ability to evaluate appropriate uses of new technologies for researching areas of the media <p>Personal and Social:</p> <ul style="list-style-type: none"> • Interpersonal skills such as the ability to work in a group or as a member of a team. • Communicate effectively using different media and appropriate interpersonal skills • Take responsibility for own learning and time management • Work under pressure and to deadlines
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17	<p>Learning, teaching and assessment methods</p> <p>Learning is student-centred through practical exercises, lecturer presentations, individual and group work, discussion, research, and critical evaluation of practice and skills. Assessment methods range from journalistic articles and essays to strategic plans and critical reflections.</p>
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18	Programme Description
	<p>In order to be awarded the Certificate of Higher Education in Journalism, students must complete two compulsory 30-credit modules, Journalism in British Life and Introduction to Journalism Practice, as well as 60 credits in optional modules from the following list. Overall students must complete a minimum of 60 credits at level 4 and a maximum of 60 credits at level 5.</p> <p>Level 4 options: Introduction to Public Relations and Digital Marketing (30 credits) Media Studies: Key thinkers and Approaches</p> <p>Level 5 options: Media, Technology and Society (30 credits) Journalism and Politics (30 credits) Journalism: Interview Skills and Feature Writing (30 credits)</p>

19	Programme Structure			
Part-Time programme – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
4	FFME007S4	Journalism in British Life	30	Compulsory
4	FFME027S4	Introduction to Journalism Practice	30	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	Status*
4/5		Option	30	Optional
4/5		Option	30	Optional
Indicative Options				
Level	Module Code	Module Title	Credits	Status*
4	FFME031S4	Introduction to Public Relations and Digital Marketing	30	Optional
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Optional
5	FFME017S5	Media, Technology and Society	30	Optional
5	FFME013S5	Journalism and Politics	30	Optional
5	FFME029S5	Journalism: Interview Skills and Feature Writing	30	Optional

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

20	Programme Director	Dr Tim Markham
21	Start Date (<i>term/year</i>)	Prior to 2008/09
22	Date approved by TQEC	Prior to 2008/9
23	Date approved by Academic Board	Prior to 2008/9
24	Date(s) updated/amended	June 2013