

Programme Specification

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

14	Programme Rationale & Aims
	<p>The programme offers students the opportunity to acquire a fast-track but thorough grounding in practical journalistic skills, the means to critically analyse the media and its industries, and the ability to develop their own research and analytical skills through autonomous study.</p> <p>One distinctive feature is a fast-track core course which will enable graduates in other fields to gain detailed knowledge of journalistic conventions of writing, researching and editing, an understanding of common formats and genres, and a critical awareness of the current state of professional media in London and the United Kingdom.</p> <p>Armed with the core skills of the fast-track course, subsequent modules offer students to specialise and to gain a range of practical skills relevant to a wide range of professional contexts, including strategic communications, design and digital media. Other modules offer high-level academic investigation of the media and creative industries.</p> <p>Students undertake writing assignments of increasing complexity, demonstrating self-direction and originality in generating ideas, researching information and identifying target publications and audiences. Responding to the fact that many prospective students may not aspire to making their living as newspaper journalists but may instead move into other forms of writing and positions dealing with the writing of others, another distinctive feature is the opportunity to develop skills of web journalism and other online media production, public relations, professional communications and other skills relevant to the creative industries.</p>

As well as the content offered in the existing PG Cert and PG Dip programmes, the MA incorporates a 60-credit dissertation which may be either academic or practical in form. In both cases the dissertation is based on original research, and includes an assessed component of critical reflexivity.

15 Entry Criteria

A second-class honours degree (2:2) or above in any subject apart from journalism; other qualifications will be considered. Applications are encouraged from those with prior journalistic experience or other media experience, but this is not a requirement of admission..

If English is not your first language, an IELTS score of 7.0 or equivalent is required.

16 Learning Outcomes

Subject Specific:

- Be aware of the language and aesthetic practices of journalism and knowledge of the main theories relating to journalistic production
- Apply journalistic techniques to the communication of ideas in specific formats
- Understand the historical, social and political context of media production, markets and institutions.
- Understand the practice and theory of print culture and digital media in a variety of historical, cultural and commercial contexts.
- Demonstrate knowledge of mainstream journalistic forms and alternatives to the mainstream

Intellectual:

- Ability to learn as well as critique current institutional practices and offer alternatives.
- Ability to assess a wide variety of information in media form, and to present them in practical projects
- Critically evaluate practical journalistic work Ability to evaluate own work critically
- Ability to communicate ideas in different media formats Ability to plan own learning and skill development

Practical:

- Skills in journalistic techniques and the communication of ideas in print or electronic form; Skills in communicating ideas
- Ability to analyse a creative brief and to identify appropriate formats Ability to analyse the effectiveness of their own creative work.
- Through discussion groups and through team work develop 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

Personal and Social:

- Interpersonal skills such as the ability to work in a group or as a member of a

	<p>team. Communicate effectively using different media and appropriate interpersonal skills</p> <ul style="list-style-type: none"> • Take responsibility for own learning and time management Work under pressure and to deadlines • In addition, in relation to the MA dissertation students will be expected to: Subject specific • Demonstrate a high level of skill in a chosen specialisation Intellectual • Demonstrate an ability to work autonomously to a high level of research and critical reasoning Practical • Demonstrate an ability to formulate, construct, organise and deliver a large scale piece of professional work
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17	Learning, teaching and assessment methods
	<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. The dissertation will require a higher degree of independent learning, as well as distinct teaching delivery in the form of dissertation supervision.</p>

18	Programme Description
	<p>To be awarded the Postgraduate Certificate in Journalism students must successfully complete the equivalent of 60 credits from the following options, each of which is worth 30 credits and is delivered at level 7:</p> <ul style="list-style-type: none"> • Fast-track Practical Journalism Skills • Web-based Journalism and Online Media Production • Public Relations and Professional Communications • Theoretical Perspectives on Media • Advanced Layout and Design <p>To be awarded the Postgraduate Diploma in Journalism students must successfully complete the equivalent of 120 credits from the following options, each of which is worth 30 credits and is delivered at level 7:</p> <ul style="list-style-type: none"> • Fast-track Practical Journalism Skills • Web-based Journalism and Online Media Production • Public Relations and Professional Communications • Theoretical Perspectives on Media • Advanced Layout and Design <p>Students may also complete level 7 modules to an equivalent of 30 credits from another programme offered by Birkbeck, subject to prerequisites and approval by the respective Programme Directors.</p> <p>To be awarded the MA Journalism students must complete the MA Journalism Dissertation (60 credits) in addition to 120 credits in taught modules at level 7 as listed for the Postgraduate Diploma.</p>

¹⁹	Programme Structure			
Full Time programme – 1 year				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7		Option 1	30	Optional
7		Option 2	30	Optional
7		Option 3	30	Optional
7		Option 4	30	Optional
7	ARMC047D7	Final Project / Dissertation / Portfolio	60	Compulsory
Part Time programme				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7		Option 1	30	Optional
7		Option 2	30	Optional
7		Option 3	30	Optional
Year 2				
Level	Module Code	Module Title	Credits	Status*
7		Option 4	30	Optional
7	ARMC047D7	Final Project / Dissertation / Portfolio	60	Compulsory
Indicative Options				
Level	Module Code	Module Title	Credits	Status*
7	FDME011S7	Fast-track Practical Journalism Skills	30	Optional
7	FDME014S7	Web-based Journalism and Online Media Production	30	Optional
7	ARMC178S7	Public Relations and Professional Communications	30	Optional
7	ARMC172S7	Theoretical Perspectives on Media	30	Optional
7	ARMC171S7	Advanced Layout and Design	30	Optional

(Note: the part-time programme structure is shown with options placed to give an equal credit load of 90 credits taken in each year. This is indicative and may vary in practice.)

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	Professor Tim Markham
²¹	Start Date (<i>term/year</i>)	Autumn 2009 (PGCert/Dip); Autumn 2010 (MA)
²²	Date approved by TQEC	Spring 2009
²³	Date approved by Academic Board	Summer 2009
²⁴	Date(s) updated/amended	June 2013