

Programme Specification: Multimedia Journalism (Print and Online) MA

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Master of Arts - Multimedia Journalism (Print & Online) • Master of Arts - PG Dip Multimedia Journalism (Print and Online) <p>The award is Bologna FQ-EHEA second cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Postgraduate Diploma (Pg Dip) - Multimedia Journalism (Print and Online) • Postgraduate Certificate (Pg Cert) - Multimedia Journalism (Print and Online)
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	N/A
Professional statutory or regulatory body	Broadcast Journalism Training Council (BJTC)
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • MA Multimedia Journalism (Print and Online) FT, Full-time, September start - 1 year standard length • MA Multimedia Journalism (Print and Online) PT, Part-time day, September start - 2 years standard length • PG Diploma Multimedia Journalism (Print and Online) FT, Full-time, September start - 1 year standard length • PG Diploma Multimedia Journalism (Print and Online) PT, Part-time day/evening, September start - 2 years standard length
Valid for cohorts	From 2023/4

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

Aims of the programme

The MA Multimedia Journalism (Print and Online) has been designed to develop the practical, technical, and intellectual skills required in contemporary digital journalism. There is a focus on social media platforms and mobile journalism.

The course is constantly updated to reflect the changes in the print and online industry. As well as all the key practical production, you will gain an insight into the importance of news values and techniques, learn how to target your work to a particular audience and develop an understanding of the commercial challenges journalism faces.

A core feature of the course is a series of newsdays where students produce stories to be presented on a live news website and on various social channels. An emphasis will be placed not just on creating text-based stories, but will also include instruction in audio and visual outputs. Increasingly, audience engage with journalism by watching video online rather than reading.

Alongside the practical side of the course, you will also study and reflect on some of the issues facing professional journalists around the world, and gain an understanding of the legal, ethical, and regulatory considerations which face journalists in Britain and around the world. While educating you in the highest standards of British journalism practice, the course also takes a global perspective, which is reflected in the richness and diversity of the student intake; this enables us all to learn from each other about journalism in other parts of the world. You can discover how news stories are reported differently in different countries, or what makes a story international.

Reflecting the diversity of the student intake we provide instruction in inclusive reporting - this is reporting that provides a voice to all sections of society, recognising ethnicity, gender, gender identity, sexual orientation, age, religion, disability, and social economic backgrounds. It recognises and values the lived experience from across the UK's population and beyond.

Students graduating from this MA work in print and online in magazines and newspapers as editors and reporters. However, the programme builds highly transferable skills, and this means graduates pick up work in the wider media industry such as social media management and any profession where online communication skills are required in text, audio, or video.

This is a practice-based course with a focus on modern digital journalism and employability skills. However, each year a few students will continue their studies to PhD level.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

The MA is accredited by the Broadcast Journalism Training Council (BJTC) which improves our links with industry and gives your qualification a third party endorsement.

Graduates completing a University of Westminster validated degree will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically, and environmentally aware

Students who complete the MA Multimedia Journalism (Print and Online) have gone on to work in journalism and content production as editors, reporters, producers, and successful freelancers. Though this course is designed to prepare you for a career in journalism, it can also lead to a career in social media editing, public relations, communications, or any other professional pathway which requires effective communication skills and the use of multimedia software. Some students go on to further study at PhD level in media or journalism.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- 001 Critically understand and apply the techniques and processes of written journalism in a variety of media in order to communicate effectively with a particular audience. (KU)
- 002 Understand the significance of journalism and the way it influences and is influenced by the society in which it works, including examining the technological changes in the field. (KU)
- 003 Engage confidently in professional and academic communication both orally and through a range of media, reporting clearly, autonomously and competently. (KU)
- 004 Locate, analyse and filter information to identify relevance;, and use a full range of sources to carry out background research and literature reviews. Gather, critically analyse, and present quantitative and qualitative data

relevant for a topic. (KU)

- 005 Work effectively within a group both as group leaders and/or group members. Formulate tasks and make appropriate use of group members abilities; negotiate and handle conflict with confidence and sensitivity; and participate effectively in peer review processes. (KTS)
- 006 Reflect on their own and others' performance, and recognise their development needs and how to advance their knowledge and understanding. (KTS)
- 007 Develop independent and self-critical approaches to planning and implementing tasks. Leading to undertaking a substantial independent piece of research or produce a practical project that addresses significant issues of interest to an audience. (KTS)
- 008 Critically reflect on issues, problems and decisional alternatives. Demonstrate complex and multidimensional reasoning; awareness of ethical and normative issues; and critical awareness of society's common values such as democracy and sustainability. (KTS)
- 009 Critically analyse current and emerging debates in journalism, interpret media trends and assess audience and market and apply theories, methods, approaches and models to those issues. (KTS)
- 010 Demonstrate proficiency to pitch stories to professional publications taking into account how audiences and markets differ. (KTS)
- 011 Use a range of digital tools to develop and produce original interactive media artefacts. organise and present information effectively using different media. (KTS)
- 012 Evaluate the processes and production of written and digital journalism and develop familiarity with its techniques and practices. (KTS)

How will you learn?

Learning methods

Learning takes place through a combination of face-to-face teaching and independent study. Learning is often directed and enhanced by lecturers and other teaching staff members, who support, guide, and supervise our activities.

Out of class learning takes place when you are working independently. This might be on group projects, individual assessments, research tasks and preparation for in-class sessions. Managing self-directed learning is a chance to develop strategies for time management, for idea generation and research and creative expression in general. Often learning on the course will also take place in a group context – both in class and outside. Team and project-based productions provide opportunities to learn how to collaborate and work together professionally.

You will draft editorial work and then obtain feedback. Feedback will be offered from tutors (summative and formative) and your peers. You will also be invited to critique a range of work from respected journalists. This encourages a critical understanding of journalism production methods and wider social and economic contexts.

Teaching methods

Teaching is delivered via lectures and seminars, practical workshops and software demonstrations, small group sessions, workplace simulations and hands-on exercises. This is supported by one-to-one tutorials and supervision.

We aim to teach professional practice and focus on developing core journalistic skills (research and interviewing, writing and production and publishing) across a range of media platforms as well as on developing stories and on teaching specific production tools – cameras, recorders, software programs.

Different modules engage students in different ways to support a variety of teaching and learning styles. The programme has a focus on employability skills and students will be supported in finding a work placement lasting no less than 15 working days. We also have guest lecturers from industry coming in to speak to students and regular field trips. This allows students to build contacts in the media industry which are essential for finding professional work.

Equality, Diversity and Inclusivity are at the heart of the course design. The course takes a global perspective, and looks at the practice of journalism in different cultures and contexts. Students will learn how to write and to produce content for global audiences, and will explore representation, identity and impact. Students will develop open and inclusive ways of working in the media, both on their own and in teams, that recognise the need to represent the different interests and communities that come together in modern diverse societies. They will pay particular attention during assessments and in their reflective analysis to considerations of gaps related to ethnicity, gender, disability, and class in the context of media ownership, content production and reporting. Option modules give students the chance to investigate and discuss current debates at a micro level – self-representation, diverse selves, and the politics of identity – and at a macro one, including the balance of power between the Global North and the Global South and the wider intersections of journalism with coloniality and geopolitics. Students can also develop skills in active inclusiveness and engagement with diverse audiences and communities.

Assessment methods

Assessment is done through coursework – including ‘real’ journalistic practical assignments and a series of ‘live’ newsday exercises, either carried out individually, or as part of a group project. Besides this journalistic production, essays are set to allow students to demonstrate their knowledge and understanding of concepts, and reflective reports on practical projects are also assessed as course-work.

There is an ‘open book’ in-class test to assess understanding of the legal and ethical considerations facing journalists, and this test must be passed in order to graduate.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 003, 006, 008, 009
Literate and effective communicator	005, 012
Entrepreneurial	
Global in outlook and engaged in communities	007
Socially, ethically and environmentally aware	002, 004, 010, 011

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

Students complete five core modules and can choose one option from within the course or chosen from another course (with approval). To complete their master studies, students will then have to take a further module of 60 credits - the practical final project.

Digital Magazine Publishing module is core on Print & Online, but an option on the Broadcast pathway.

Award of Postgraduate Certificate

7JRN012W Multimedia Journalism Skills

7JRN009W Media, Law, Ethics and Regulation

7JRN013W Feature, Review and Profile Writing

Award of Postgraduate Diploma available

7JRN012W Multimedia Journalism Skills

7JRN009W Media, Law, Ethics and Regulation

7JRN013W Feature, Review and Profile Writing

7JRN018W Digital Journalism Production

7JRN024W Digital Magazine Publishing

Option modules

7INME008W Podcast Production

7JRN008W Investigative Journalism

7JRN017W Travel Journalism

Award of MA Multimedia Journalism (Print and Online)

Refer to modules listed under Postgraduate Diploma above, and to complete their master studies, the student must take the 60 credit final module below.

7JRN022W Final Journalism Project

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
7JRN018W	Digital Journalism Production	Core	1	20	10
7JRN024W	Digital Magazine Publishing	Core	1	20	10
7JRN009W	Media Law, Ethics and Regulation	Core	1	20	10
7JRN012W	Multimedia News Reporting	Core	1	20	10
7JRN013W	Feature, Review and Profile Writing	Core	2	20	10
7JRN022W	Final Journalism Project	Core	2	60	30
7JRN008W	Investigative Journalism	Option	2	20	10
7INME008W	Podcast Production	Option	2	20	10
7JRN017W	Travel Journalism	Option	2	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

The course is accredited by the Broadcast Journalism Training Council [BJTC] which keeps the MA modern and employer focused. The BJTC has close links with the BBC, Reuters, Sky News, and the National Union of Journalists (NUJ). It is a requirement that students do a minimum of 15 working days placement. The BJTC provides students with access to a BBC internship scheme which is exclusive. It also provides grants to students from disadvantaged backgrounds to carry out such placements.

Westminster students have won at the BJTC Students Journalism Awards in recent years. In addition, the MA has forged links with Women in Journalism, the Royal Television Society (RTS) and The Media Society. Students can attend training and networking events for free or at discount.

Course management

The Masters (MA), Postgraduate Diploma (PG Dip) and Postgraduate Certificate (PG Cert) Multimedia Journalism (Print and Online) is hosted by the Design, Creative and Digital Industries College. The management structure supporting the course is as follows:

The management structure supporting the course is as follows:

- The Course Leader is responsible for the day-to-day running and overall management of the course and development of the curriculum. The Course Leader holds regular meetings with student representatives to hear and act on feedback.
- The Head of School holds academic responsibility for the course and for the other undergraduate courses run within the Westminster School of Media and Communication.
- The professional and research practice of the course team ensure that we reflect current and emerging real-world concerns and demands, through regular staff meetings as well as formal and informal interaction between the staff and outside industry professionals. All course staff participate in annual appraisal and observation of their teaching by their colleagues. This can inform staff development through course or conference attendance and research / professional activity.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©

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