

Undergraduate Programme Specification

BA(Hons) Multimedia Journalism

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

GENERAL INFORMATION			
Programme Title	Bachelor of Arts with Honours in Multimedia Journalism		
Final Award	Bachelor of Arts with Honours in Multimedia Journalism		
Awarding Body	Glasgow Caledonian University		
School	Glasgow School for Business and Society		
Department	Media & Journalism		
Mode of Study	Full-time Part-time / Distance Learning subject to availability		
Location of Delivery	Glasgow Other campuses subject to availability		
UCAS Code	P500		
Accreditations (PSRB)	NCTJ & BJTC		
Period of Approval	From:	September 2024	To: August 2029

EDUCATIONAL AIMS OF PROGRAMME
<p>In the broad context of the QAA Benchmark for higher education in Communication, Media, Film & Cultural Studies; and drawing partly on a school-wide shared, multi-disciplinary Business and Society curriculum; the Educational Aims of the Programme will be to:</p> <ol style="list-style-type: none"> 1. Provide students with the necessary journalistic knowledge and skills to equip them to begin a career in general, local or national, press, broadcast or online journalism. 2. Provide students with a broad education in journalism, in the context of a critical understanding of the UK's general media, governmental, legal and ethical environment. 3. Deliver journalism education and training that continues to be accredited by the National Council for the Training of Journalists (NCTJ) (accreditation renewed November 2016); and the Broadcast Journalism Training Council (BJTC) (renewed March 2017) 4. Equip students with journalism industry awareness and an approach to career development to enable them to thrive within the media industries workplace 5. Develop critical, analytical problem-based learning skills and personal development/enterprise skills to prepare students for graduate employment. 6. Enhance the development of the students' responsible leadership, interpersonal & intellectual skills 7. Enable students to develop a critical understanding of the ethical, social, managerial and production constraints and limits under which journalistic practice operates. 8. Provide an opportunity via work-based learning/work experience to develop skills in personal responsibility, leadership, ethical conduct and initiative <p><i>The Degree Exit Award Objective will be that:</i></p>

By the end of an unclassified Bachelor's degree programme a student will have achieved educational aims 1-6, and thereby have acquired the skills necessary to be able to: execute the main duties of a general newspaper, magazine or broadcast reporter or sub-editor, producing articles, pages or broadcast items to brief and deadline, in accordance with a critical understanding of theories, principles and concepts of journalistic practice, and, under guidance from specialist practitioners, manage ethical and professional issues in journalism within current ethical codes.

The Honours Degree Exit Award Objective will be that:

By the end of an Honours degree programme a student, will, in addition, have achieved aims 7 and 8, recognising the limits of ethical codes; and producing and reflecting on a substantive project of original work, including credit for completion of not less than 20 days' work experience/ industry engagement.

The development of this programme has been informed by:

- Glasgow Caledonian University's Learning, Teaching and Assessment Strategy
- Experience of key teaching staff in establishing and delivering the BA Journalism (2002-2010), BA Multimedia Journalism (2010-2013), and MA Multimedia Journalism (2008-)
- Content of the BA Journalism (2002-2010), BA Multimedia Journalism (2010-2018) & MA Multimedia Journalism (2008-)
- NCTJ Accreditation Standards, 2017
- BJTC Guidelines Updates, October 2016
- Structures and content of other journalism undergraduate degrees in the UK, and programme lecturers' experience as external assessors and external validators of such programmes, 2008-
- Current scholarly and industry debate on the teaching of journalism
- Informal industry feedback and perceptions on current undergraduate journalism provision from key stakeholders, such as the Society of Editors, and notable local employers
- QAA subject benchmark statement for Communication, Media, Film and Cultural Studies

The aim of the honours pathway is to provide a substantive, honours degree level education in Journalism within the context of an appropriate exposure to wider governmental, legal and media subjects. That aim will be achieved through the attainment of the following objectives, which meet elements of the Benchmark criteria for Communication, Media, Film and Cultural Studies

LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

A: Knowledge and understanding;

- A1 Knowledge and understanding of the key production processes and professional practices relevant to journalism, and of the possibilities and constraints involved in journalistic production
- A2 Awareness of the legal, governmental, regulatory, political, and economic context which frame journalism, the media, cultural and creative industries, and the role of such industries in specific areas of contemporary political and cultural life
- A3 Understanding and use of relevant communication and information technologies for application in journalism, media, and understanding of the role technologies play in journalism production

- A4 Critical understanding of the moral, ethical, regulatory and commercial issues which condition and affect individual journalistic practice and particular kinds of journalistic organisations
- A5 Understanding of particular media theories, forms and genres and the way in which they organise understandings, meanings and effects
- A6 Research philosophies, methodologies, skills and techniques to both: advance scholarship and research in relevant areas; and to understand occupational methods of acquisition and appropriate use of various kinds of primary sources/data, interpretation and analysis of information, in journalism

B: Practice: Applied knowledge, skills and understanding;

- B1 Use and practice in a wide range of routine newsgathering and writing skills and methods required to produce various kinds of news and feature items and articles for various journalistic media, such as print, radio, video, online, mobile
- B2 Use key legal, governmental, economic and ethical concepts that condition the practice of journalism in Scotland in the student's own journalistic practices, production work and experiences
- B3 Use a working knowledge of the system and theory of Teeline Shorthand
- B4 Use various journalistic, systematic or managerial (quantitative & qualitative) research methods and audio, video and web-based technologies for the production and organisation of journalistic articles and media
- B5 Practice in a range of professional journalistic contexts, media and organisations that include a degree of unpredictability
- B6 Use a few of the techniques, skills and practices, some of which may be advanced, associated with at least one subject area or medium/sector of specialised journalistic or communication activity (for example: sports, arts, local news, politics; or mobile, newspaper production, video for online, magazines, public relations)

C: Generic cognitive skills;

- C1 Critically analyse, evaluate or synthesise subject-specific facts, theories, principles and concepts in journalism and media
- C2 Identify and analyse professional and ethical problems and issues in journalistic practice
- C3 Draw on a range of primary or secondary, journalistic or academic/professional sources, in making practical or discipline-specific judgements
- C4 Offer professional-level insights, interpretations and solutions to journalistic and communication problems and issues
- C5 Demonstrate some originality in dealing with occupational, ethical & practical issues in journalism
- C6 Ability to make news judgements when data, information or sources are limited or come from a range of primary or secondary sources

D: Communication, numeracy and ICT skills

- D1 Use a wide range of journalistic and academic research methods and skills as appropriate in the study and practice of journalism
- D2 Present and communicate, formally and informally, information on standard topics and issues in journalism to a range of audiences
- D3 Use a range of ICT applications in support and enhancement of journalistic and academic work
- D4 Interpret, use and evaluate numerical, financial and graphical data to measure progress or change

D5 Communicate with journalistic peers and senior colleagues, and editors in journalism on an understood professional level

E: Autonomy, accountability and working with others.

- E1 Exercise autonomy and initiative in the conduct of their own original journalistic work at a professional level, as required in module and programme assessments
- E2 Practice journalistic production in a live, team-based manner as required in newsrooms, and show awareness of their own and others' journalistic and editorial roles and responsibilities
- E3 Work under guidance in newsrooms and other media workplaces with professional and specialist practitioners, editors and journalists
- E4 Manage ethical and professional issues which emerge in their own journalism in accordance with current codes of conduct, with guidance from editors, tutors and peers
- E5 Recognise the limits of codes of conduct in journalism and seek guidance where appropriate

LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars
- Practical classes
- Placements
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: <https://www.gcu.ac.uk/study/courses/undergraduate-multimedia-journalism-glasgow2>

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %	Practical %
M1P330531	Radio Production	Core – A	7	20	100		
M1N230354	Global Challenges for Business & Society	Core – A	7	20	80	20	
M1P330532	Media Industries	Core – A	7	20	100		
M1P330535	TV Production	Core – B	7	20	100		
M1P530536	News Writing & Journalism	Core - B	7	20	100		
M1P330531	Introduction to Media Analysis	Core - B	7	20	100		
M2P530541	Digital Production	Core – AB	8	20	100		
M2P330559	Multi-level Governance	Core - AB	8	20			
M2P530560	Reporting & Newspaper Journalism	Core - A	8	20	100		
M2P330539	Policy and Regulation for Media and Journalism	Core -A	8	20	100		
M2P530488	Feature Writing & Magazine Journalism	Core - B	8	20	100		
M2P330537	Media, Identity & Society	Core - B	8	20	100		
M1P525477	Shorthand Theory and Speed	N/A	N/A	N/A		100	
M3P330549	PR Campaigns and Proposals	Core - A	9	20	100		
M3P330544	Media Audiences, Effects and Representation	Core - A	9	20	100		
M3P330561	News Production and Presentation	Core - A	9	20	100		
M3P330548	Media Ethics	Core - B	9	20	100		
M3M130546	Communication Law and Regulation (NCTJ)	Core - B	9	20	60	40	
M3P330562	Newsdays	Core - B	9	20	100		
M2P525478	Shorthand Speed Development	N/A	N/A	N/A	100		
MHP530564	Specialist Reporting	Core - A	10	20	100		
MHN230367	Honours Research Project	Core - AB	10	40	100		
MHP330558	Scotland the Media & National Identity	Option – A	10	20	100		
MHP330555	Fan Cultures	Option - A	10	20	100		
M3P330545	Unscripted Content Creation	Option - A	9	20	100		
M3P330547	Dramatic Writing	Option -A	9	20	100		
M3P330542	Disney, Marvel & DC	Option - A	9	20	100		
MHP330554	Sport and the Media	Option - A	10	20	100		

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

MHP330553	Online Media Content Strategies	Option - A	10	20	100		
MHP530552	Industry Engagement	Core - B	10	20	100		
MHP530551	Global Journalism,	Option - B	10	20	100		
M3P330542	Media & the Environment	Option – B	9	20	100		
MHP330497	Digital Media & Society	Option – B	10	20	100		
MHP330556	Film Theory Goes to the Movies	Option - B	10	20	100		
MHL130369	Environmental Economics and Sustainability	Option - B	10	20	100		

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme²:

Certificate of Higher Education - *achieved upon successful completion of 120 credits*

Diploma of Higher Education *achieved upon successful completion of 240 credits*

Bachelor of Arts in Multimedia Journalism- *achieved upon successful completion of 360 credits*

Bachelor of Arts with Honours in Multimedia Journalism - *achieved upon successful completion of 480 credits*

ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:

www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

VERSION CONTROL (to be completed in line with AQPP processes)

Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.

Version Number	Changes/Updates	Date Changes/Updates made	Date Effective From
1.0	September 2023 due to programme review and transfer to new template.	September 2023	September 2024

² Please refer to the [GCU Qualifications Framework](http://www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

Curriculum Map

The curriculum map links the modules listed in the Programme Structure to the Learning Outcomes

This map provides both a design aid to help academic staff identify where the programme outcomes are being developed and assessed within the course. It also provides a checklist for quality assurance purposes and could be used in approval, accreditation and external examining processes. This also helps students monitor their own learning, and their personal and professional development as the course progresses.

Modules			Programme Learning Outcomes																											
	Code	Title	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	E1	E2	E3	E4	E5
SCQF 7	M1P330531	Radio Production	x	x	x	x		x	x	x	x	x			x				x	x			x			x				x
	M1N230354	Global Challenges for Business & Society	x	x	x	x		x		x					x							x		x						
	M1P330532	Media Industries	x	x	x				x			x			x		x							x			x			
	M1P330535	TV Production	x	x	x	x			x	x		x			x	x	x	x					x	x	x					
	M1P530536	News Writing & Journalism	x				x	x								x							x							
	M1P330531	Introduction to Media Analysis	x			x	x								x	x		x				x	x	x				x		

Modules			Programme Learning Outcomes																											
	Code	Title	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	E1	E2	E3	E4	E5
SCQF 8	M2P530541	Digital Production	x		x				x			x		x									x	x						
	M2P330559	Multi-level Governance		x							x													x						
	M2P530560	Reporting & Newspaper Journalism	x	x	x	x		x	x			x				x								x						
	M2P530488	Feature Writing & Magazine Journalism	x		x			x	x	x					x		x			x			x	x				x	x	
	M2P330539	Policy and Regulation for Media and Journalism	x	x		x									x	x	x						x	x						
	M2P330537	Media, Identity & Society				x	x	x								x								x			x			
	M1P525477	Shorthand										x											x							

Modules			Programme Learning Outcomes																											
	Code	Title	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	E1	E2	E3	E4	E5
SCQF 9	M3P330548	Media Ethics	x			x				x					x	x														x
	M3P330562	Newsdays	x	x	x	x		x	x	x		x			x		x	x	x	x	x	x		x	x	x	x	x	x	x
	M3P330549	PR Campaigns and Proposals	x	x		x								x	x									x	x				x	
	M3M130546	Communication Law and Regulation (NCTJ)		x		x					x													x					x	x
	M3P330544	Media Audiences, Effects and Representation		x		x	x	x		x						x	x						x							
	M3P330561	News Production and Presentation	x	x	x					x			x			x							x		x	x				

Modules			Programme Learning Outcomes																											
	Code	Title	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	E1	E2	E3	E4	E5
SCQF 10	MHN230367	Honours Research Project	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	MHP530564	Specialist Reporting	x	x	x	x		x	x	x		x			x		x	x		x	x			x	x		x			
	MHP330558	Scotland the Media & National Identity		x		x	x									x														
	MHP330555	Fan Cultures					x									x														
	M3P330545	Unscripted Content Creation	x	x	x	x	x									x		x												
	M3P330547	Dramatic Writing					x									x														
	MHP530552	Industry Engagement	x	x	x	x				x			x	x		x	x	x	x	x	x	x					x	x	x	x
	M3P330542	Disney, Marvel & DC					x									x														
	MHP330554	Sport and the Media	x	x	x	x	x	x								x	x		x											
	MHP330553	Online Media Content Strategies	x	x	x	x	x	x								x	x	x	x						x					
	MHP530551	Global Journalism	x	x			x	x	x			x				x	x	x	x	x			x							
	M3P330542	Media & the Environment	x	x			x	x								x				x										
	MHP330497	Digital Media & Society	x	x			x	x								x	x							x	x					
	MHP330556	Film Theory Goes to the Movies					x									x														
	MHL130369	Environmental Economics and Sustainability			x			x	x				x						x		x	x	x	x	x					x