

**PROGRAMME SPECIFICATION**

<b>1</b>	<b>Awarding Institution</b>	Newcastle University
<b>2</b>	<b>Teaching Institution</b>	Newcastle University and Press Association Training
<b>3</b>	<b>Final Award</b>	Master of Arts
<b>4</b>	<b>Programme Title</b>	International Multi-media Journalism
<b>5</b>	<b>UCAS/Programme Code</b>	4082F
<b>6</b>	<b>Programme Accreditation</b>	n/a
<b>7</b>	<b>QAA Subject Benchmark(s)</b>	n/a
<b>8</b>	<b>FHEQ Level</b>	M
<b>9</b>	<b>Date written/revised</b>	May 2013

**10 Programme Aims**

1. To provide students with the opportunity to combine high quality scholarship in the field of Media Studies at Newcastle University with first-rate vocational training in multi-media journalism, delivered by Press Association tutors in a commercial publishing environment.
2. To provide a programme that complies with the University's policies and procedures for assuring and enhancing academic quality and standards.
3. To enhance the academic and professional skills of graduates and media practitioners at postgraduate level by providing them with the opportunity to engage in serious academic study and intensive training a) by enhancing their understanding of the social, cultural, economic and political contexts in which news production and journalistic processes work, b) to advance their understanding of theoretical and cultural aspects of media production, and c) to obtain intensive and rigorous training in multi-media journalism to acquire an advanced set of skills in media practice. These skills will be fostered through compulsory modules at Newcastle University in Media Law and Writing for the Media and further compulsory modules at the Press Association in Broadcast and Video Journalism, Advanced Reporting Skills and Online Journalism.
4. To provide students with access to the high quality training, industry-standard media facilities and the national reputation of the Press Association as trainers of Journalists and offer a learning environment which fosters dynamic entrepreneurial links with established and developing regional and national media and culture industries.
5. To provide students with a learning environment where the relationship between theory and practice is constantly interrogated. The compulsory module, Media Analysis, enables this kind of inquiry through the study of the relationship between cultural and technological production; the study of the shaping of media technology by cultural and political imperatives; the study of the impact of the Internet on society and the ways in which this new medium is reshaping our approach to 'news', 'messages', 'information', 'entertainment'. Similar processes can also be found in several optional modules, which examine some of these issues in more depth, such as News and Journalism: Critical Studies, and Globalisation and National Culture, Television Studies, Broadcasting and Audience Studies.

6. To provide students with a theoretical understanding of the most recent developments in New Media in the context of new professional practices in journalism, notably the development of multimedia and online journalism. These issues are addressed by the compulsory module Media Analysis by examining the shift from traditional to new media; by examining the changing relationship between media and individuals/society; by assessing emerging interactive features of new media and the multi-media aspects of production and of consumption by viewers/readers/audiences. The issues of multi-media in production and consumption, and in the global environment of social change are addressed in various contexts in optional modules such as Television Studies, Broadcasting and Audience Studies, Globalisation and National Culture, News and Journalism, Visual Culture.
7. To provide students with the theoretical and conceptual tools required to engage in a comprehensive analysis of media institutions, media information and media audiences in a global context.
8. To enable student to acquire a sophisticated knowledge and understanding of the principles, practices and products of journalism and thereby develop professional skills in the context of a critical analysis of the media at a national and trans-national level.
9. To advance the academic ability of media practitioners at postgraduate level by providing them with the opportunity not only to extend and develop their practitioner skills as media practitioners but also their academic knowledge by a) enhancing their understanding of the social, cultural, economic and political contexts in which news production and journalistic processes work, and b) gaining rigorous conceptual skills in the study of media and cultural theory in order to attain a sophisticated understanding of the academic field of media and journalism.
10. To offer the university an opportunity to develop a reputation for excellence in rapidly growing media economies such as India in collaboration with an industry partner, the Press Association which has an established and expanding presence in the media sector in India.
11. To maximise the recruitment potential of the School and take full advantage of its existing teaching and research strengths and resources. As such, the programme will build upon the success of the existing Masters programmes, Media and Journalism and Media and Public Relations which underpin this programme by sharing all existing compulsory and option modules with this new programme.
12. To contribute to the School's objective of internationalising its programmes by fostering the recruitment of international students and internationalising the content of programmes.
13. To take advantage of the expertise of a highly research-active team in media and cultural studies whose research publications benefit students by being cutting edge,
14. To draw on the international background and research of the teaching team by addressing media themes and issues in a global context.
15. To provide a programme with learning outcomes that corresponds to those defined by the FHEQ as being at Masters Level.
16. To meet government agendas on links with industries by enhancing the potential for collaboration between the University and media industries nationally and trans-nationally.

## **11 Learning Outcomes**

Intended learning outcomes for the Degree Programme conform to those defined by the FHEQ as being at Masters Level. The programme outcomes have references to the benchmark statements for Communication, Media, Film and Cultural Studies. The programme provides opportunities for students to define and formulate research problems, questions and hypotheses. It also allows students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in Media Studies and Journalism within academic and professional contexts.

## Knowledge and Understanding

*On completion, graduates of this programme will have developed:*

- A1.** a critical and sophisticated understanding of media, culture and society
- A2.** an advanced knowledge and understanding of the key approaches to theorising and analysing media and journalism, which is informed by cutting edge research;
- A3.** an in-depth knowledge and understanding of media law in a transnational context as it pertains to the journalism profession and media industry;
- A4.** an understanding of the strengths and weaknesses of different types of data dissemination and analysis in media, communication and journalism;
- A5.** an in-depth understanding of key production processes and professional practices relevant to media, cultural and communicative industries.
- A6.** an advanced understanding and knowledge of the ethical responsibilities that a scholar and investigator has towards the object of research;
- A7.** an in-depth knowledge and understanding of professional methods and codes of practice as laid down by the National Union of Journalists;
- A8.** an advanced knowledge and understanding of the power relations inherent in investigative work.

## Teaching and Learning Methods

The teaching strategy is to offer a combination of lectures, interactive seminars, professional workshop training sessions, and small group tutorials. Students will develop skills in defining and formulating issues for investigation; skills in data collection and analysis for journalism, bibliographic work, and competence in the critical use of sources in the following ways: seminars, independent reading and hands-on experience through written assignments and professional practical work. Students acquire knowledge of ethical issues through team work, presentations, case studies and independent reading.

## Assessment Strategy

A full range of assessment methods - including group and individual oral presentations, case-study projects, written essay assignments, tests, professional plans and profiles, methodological critiques of selected research studies, practice-based reports, individual and group oral presentations, portfolio of media production work and critical evaluation will be employed. These will reflect the aims and objectives of the programme and the postgraduate level of the degree.

The key factor that distinguishes this course from other Masters programmes in media and journalism is the unique combination of a sophisticated analytical approach with intensive practical professional training to provide students with advanced professional journalism skills. The range of assessment reflects this diversity. Assessment requires students to

1. engage with theories and concepts;
2. formulate areas of enquiry and engage with relevant literature;
3. demonstrate a critical understanding of modes of journalistic investigation;
4. develop advanced practical skills associated with the profession of journalism.

This will be assessed by a variety of means: oral presentations, case-study and professional reports, essays, methodological critiques of selected research studies, written assignments, portfolios of work to assess students' ability to gather, assimilate and report on news stories or issues, the design and building of a website (online journalism), a video-based report and critical evaluation to assess students' self reflection and critical analysis of the process of their practical work. The Degree Programme Director will assess the Critical Evaluation elements of the Press Association modules in order to maintain a strong thread of teaching quality control and continuity from the University.

<b>Intellectual Skills</b>
<p><i>On completing the programme students should be able to demonstrate:</i></p> <ul style="list-style-type: none"> <li><b>B1.</b> effective problem solving strategies and high level analytical and planning processes;</li> <li><b>B2.</b> the capacity to define and formulate research problems, questions and hypotheses;</li> <li><b>B3.</b> the ability to reflect on the relationship between theory and practice;</li> <li><b>B4.</b> conceptual, theoretical and methodological rigour in the application of knowledge to Media Studies through the compulsory modules Media Analysis and Media Law and the related options;</li> <li><b>B5.</b> the analytical and critical skills needed to assess and conduct current research and engage in advanced analysis;</li> <li><b>B6.</b> the ability to critically analyse key theoretical and practical concerns;</li> <li><b>B7.</b> the ability to assess the strengths and weaknesses of different types of data and to extract information from relevant data sources.</li> </ul>
<b>Teaching and Learning Methods</b>
<p>The teaching strategy consists of a combination of lectures, seminars, tutorials, practical workshops, and fieldwork utilising both discipline-specific and team-based problem solving exercises. Students will be provided with teaching and learning strategies that promote a sophisticated understanding of the relationship between theory and practice and of cross-cultural and trans-national issues and contexts in media and journalism through comparative analysis and global contextualisation of the subject matter. Students will learn through completing assignments, practical exercises, professional project work, and portfolios of practical news production work.</p>
<b>Assessment Strategy</b>
<p>Cognitive Skills will be assessed by essay assignments, oral presentations, professional and practical projects including the portfolios of practical news production work and critical evaluation.</p>
<b>Practical Skills</b>
<p><i>Students on this programme will develop and demonstrate:</i></p> <ul style="list-style-type: none"> <li><b>C1.</b> the complex practical skills involved in applying principles and techniques of news gathering for the written, on-line, broadcast and video production of news texts</li> <li><b>C2.</b> the capacity to develop and apply advanced professional skills to the production of journalistic and related practical work;</li> <li><b>C3.</b> bibliographic and practical skills: <ul style="list-style-type: none"> <li>a. the skills to identify and retrieve relevant material, including books, journal articles, conference proceedings, statistical data, government and other public reports including resources available online and on the web;</li> <li>b. multi-media journalism skills and competencies in the production of news reports and articles, to include advanced training in conventional and new media technologies.</li> </ul> </li> <li><b>C4.</b> a sophisticated use of methods of evaluating a range of sources, texts and practices using theoretical frameworks that pertain to media, communication and cultural studies;</li> <li><b>C5.</b> a capacity to reflect critically on the key theoretical, subject-specific and practical concerns of media and journalism, and the journalistic techniques of multi-media news gathering and production;</li> <li><b>C6.</b> the application of principles and concepts of journalistic production to a number of relevant multi-media contexts;</li> <li><b>C7.</b> the skills to produce news reports in a range of media forms and to comprehend and manage change in journalism and the media industry.</li> </ul>

<b>C8.</b> the skills to script, shoot, edit and produce digital films.
<b>Teaching and Learning Methods</b>
<p>The teaching strategy is to provide subject specific and professional skills through a range of specialist modules. Students will be provided with teaching and learning strategies that promote the capacity to evaluate and reflect critically on their practical work and apply the principles and concepts of journalistic techniques to a number of contexts. Students will also be given support and guidance by their module leaders on both Compulsory and Option Modules. Students will work independently, in teams and will present their work orally as well as in written form and production form. They will learn through participation in workshops, seminars, lectures, the preparation of oral presentations, tutorials and through intensive professional practical and project work.</p>
<b>Assessment Strategy</b>
<p>These will be assessed through oral presentations, professional and practical reports, written assignments and the critical evaluation assignment.</p>
<b>Transferable/Key Skills</b>
<p><i>The programme provides the opportunity for students to develop and demonstrate:</i></p> <ul style="list-style-type: none"> <li><b>D1.</b> the skills to communicate and present research findings effectively to specialist and non-specialist audiences;</li> <li><b>D2.</b> the skills of effective written and oral communication and presentation;</li> <li><b>D3.</b> the capacity to manage research effectively, including planning, implementing and producing reports, assignments, and related projects on time;</li> <li><b>D4.</b> the skills to manage workloads and to work to deadlines;</li> <li><b>D5.</b> the skills to work effectively, both independently and as member of teams in both an academic and professional context.</li> </ul>
<b>Teaching and Learning Methods</b>
<p>The teaching strategy comprises a range of written and practical assessment including essays, reports, written tests, projects, portfolios and other practical work and seminars/workshops in which students are required to make team and individual presentations. This rich variety of modes of assessment provides opportunities for the students to work as a team as well as individually, develop sophisticated ideas and practical skills, improve their problem-solving capacity and work to deadlines. The intensive training at the Press Association in Semester 3 provides specific opportunities for practical journalistic multi-media skills development. In semester 3, students develop writing techniques and interviewing skills, news gathering techniques, reporting skills, studio-based broadcast packages, design for websites, and to apply this comprehensive range of skills in print, broadcast and online contexts.</p>
<b>Assessment Strategy</b>
<p>Key Skills will be assessed through oral presentations, practice-based reports, tests, written assignments, portfolios of work, the design and building of a website (online journalism), a video-based report and critical evaluation. Assessments will test, as appropriate, theoretical, empirical and professional knowledge and understanding, together with their application to the profession of journalism.</p> <p>The various modes of assessments will reflect the postgraduate nature and aims of the course. This range permits assessment on an equal footing for students from a wide range of cultural, national and disciplinary backgrounds.</p>

<b>12 Programme Curriculum, Structure and Features</b>
<b>Basic structure of the programme</b>
<p>The MA International Multi-Media Journalism combines theoretical, empirical and vocational elements to provide students with advanced proficiency in academic scholarship combined with advanced professional skills. The programme comprises 180 credits of taught modules, 60 of which comprise intensive professional training taken at the Press Association, including a week of intensive training at Howden Hall which offers superior broadcast journalism facilities.</p> <p>All students will be required to take 3, 20 credit modules in each semester. Students will undertake 140 credits of compulsory modules (80 credits at Newcastle University and 60 credits at the Press Association). In addition, 40 credits will be chosen from a prescribed list of optional modules, to be shared with the MA Media and Journalism and MA Media and Public Relations programmes.</p> <p>Students can also choose from modules also available to undergraduate students on the BA Media, Communication and Cultural Studies. Students are therefore not permitted to take more than one module from this group.</p>
<b>Key features of the programme (including what makes the programme distinctive)</b>
<p>The programme is a combination of academic study and vocational training (under the auspices of a professional body) and the two aspects (academic/vocational) complement inform and enrich the other.</p> <p>The programme is innovative in its use of recent technological developments in the field of multimedia and online journalism, and associated training practices.</p> <p>The programme incorporates the latest changes in professional trends in journalism and it is an answer to the need for training the next generation of journalists in the light of these changes (i.e. a shift towards multimedia journalism).</p>
<b>Programme regulations (link to on-line version)</b>
<p><a href="http://www.ncl.ac.uk/regulations/programme/">http://www.ncl.ac.uk/regulations/programme/</a></p>

<b>13 Criteria for admission</b>
<p><i>Entry qualifications</i></p> <p>A candidate must either be a University graduate or graduate of an equivalent awarding body with a 2:1 or above degree in the Social Sciences or Humanities; or hold another qualification approved by the Graduate School of the Faculty of Humanities, Arts and Social Sciences as equivalent to a degree of a university in the United Kingdom. Preferred subjects include Media Studies, Sociology, Communication Studies, History, English, Geography, Anthropology.</p> <p><i>Admissions policy/selection tools</i></p> <p>Based on application form in most cases.</p> <p><i>Non-standard Entry Requirements</i></p> <p>Special cases will be considered individually by the DPD. For example an applicant with a relevant professional qualification and experience in journalism or related areas such as public relations will be considered. The decision will be made on the evidence of professional experience and academic skills by the admission tutor on a case to case basis.</p> <p><i>Additional Requirements</i></p> <p>None</p>

### *Level of English Language capability*

Overseas candidates whose first language is not English must have IELTS overall 6.5 with at least 6 for the written and the speaking components. Overseas candidates with IELTS 6.5 but writing or speaking lower than 6 will be offered places conditional on undertaking at least 5 weeks Pre-session English Language Training.

Candidates' language proficiency will be monitored by the DPD in association with INTO Newcastle University Centre.

Candidates required to study English Language Modules, as determined by INTO Newcastle University Centre, will substitute optional modules to the value of 20 credits in the first and second semester.

## **14 Support for Student Learning**

The Student Services portal provides links to key services and other information and is available at: <http://www.ncl.ac.uk/students/>

### *Induction*

During the first week of the first semester students attend an induction programme. New students will be given a general introduction to University life and the University's principle support services and general information about the School and their programme, as described in the Degree Programme Handbook. New and continuing students will be given detailed programme information and the timetable of lectures/practicals/labs/ tutorials/etc. The International Office offers an additional induction programme for overseas students.

### *Study skills support*

Students will learn a range of Personal Transferable Skills, including Study Skills, as outlined in the Programme Specification. Some of this material, e.g. time management is covered in the appropriate Induction Programme. Students are explicitly tutored on their approach to both group and individual projects.

Numeracy support is available through Maths Aid and help with academic writing is available from the Writing Development Centre (further information is available from the Robinson Library).

### *Academic and Pastoral support*

Each undergraduate and taught postgraduate student will be assigned a personal tutor.\* A personal tutor is one part of a wider network of advice and guidance available to students to support their personal and general academic development. The module leader acts as the first point of contact for subject-specific academic advice. Thereafter the Degree Programme Director or Head of School may be consulted. Issues relating to the programme may be raised at the Student-Staff Committee, and/or at the Board of Studies. Within the academic unit, students may also receive additional academic and pastoral advice from a range of other student-facing staff including degree programme directors, dissertation/project supervisors, and administrative support staff.

\*Arrangements may vary for students taking special types of provision.

The University also offers a wide range of institutional services and support upon which students can call, such as the Writing Development Centre, Careers Service and Student Wellbeing Service. This includes one-to-one counselling and guidance or group sessions / workshops on a range of topics, such as emotional issues e.g. stress and anxiety, student finance and budgeting, disability matters etc. There is specialist support available for students with dyslexia and mental health issues. Furthermore, the Student Union operates a Student Advice Centre, which can provide advocacy and support to students on a range of topics including housing, debt, legal issues etc.

#### *Support for students with disabilities*

The University's Disability Support team provides help and advice for disabled students at the University - and those thinking of coming to Newcastle. It provides individuals with: advice about the University's facilities, services and the accessibility of campus; details about the technical support available; guidance in study skills and advice on financial support arrangements; a resources room with equipment and software to assist students in their studies.

#### *Learning resources*

The University's main learning resources are provided by the Robinson and Walton Libraries (for books, journals, online resources), and Information Systems and Services, which supports campus-wide computing facilities.

All new students whose first language is not English are required to take an English Language Proficiency Test. This is administered by INTO Newcastle University Centre on behalf of Newcastle University. Where appropriate, in-session language training can be provided. The INTO Newcastle University Centre houses a range of resources which may be particularly appropriate for those interested in an Erasmus exchange.

### **15 Methods for evaluating and improving the quality and standards of teaching and learning**

#### *Module reviews*

All modules are subject to review by questionnaires which are considered by the Board of Studies. Changes to, or the introduction of new, modules are considered at the Board of Studies and/or the School Teaching and Learning Committee. Student opinion is sought at the Student-Staff Committee and/or the Board of Studies. New modules and major changes to existing modules are subject to approval by the Faculty Learning, Teaching and Student Experience Committee.

#### *Programme reviews*

The Board of Studies conducts an Annual Monitoring and Review of the degree programme and reports to Faculty Learning, Teaching and Student Experience Committee. The FLTSEC takes an overview of all programmes within the Faculty and reports any Faculty or institutional issues to the Faculty Learning, Teaching and Student Experience Committee.

#### *External Examiner reports*

External Examiner reports are considered by the Board of Studies. The Board responds to these reports through Faculty Learning, Teaching and Student Experience Committee. External Examiner reports are shared with institutional student representatives, through the Student-Staff Committee.

#### *Student evaluations*

All modules, and the degree programme, are subject to review by student questionnaires. Informal student evaluation is also obtained at the Student-Staff Committee, and the Board of Studies. The results from student surveys are considered as part of the Annual Monitoring and Review of the programme and any arising actions are captured at programme and School / institutional level and reported to the appropriate body.

#### *Mechanisms for gaining student feedback*

Feedback is channelled via the Student-Staff Committee and the Board of Studies.

#### *Faculty and University Review Mechanisms*

Every six years degree programmes in each subject area undergo periodic review. This involves both the detailed consideration of a range of documentation, and a review visit by a review team (normally one day in duration) which includes an external subject specialist and a student representative. Following the review a report is produced, which forms the basis for a decision by University Learning, Teaching and Student Experience Committee on whether the programmes reviewed should be re-approved for a further six year period.



*Accreditation reports*

*Additional mechanisms*

## **16 Regulation of assessment**

*Pass mark*

The pass mark is 50 (Postgraduate programmes)

*Course requirements*

Progression is subject to the University's Masters Degree Progress Regulations, Taught and Research and Examination Conventions for Taught Masters Degrees. There are reassessment opportunities, with certain restrictions. Limited compensation up to 40 credits of the taught element and down to a mark of 40% is possible for candidates who commenced their programme in 2013/14 or earlier. For students starting their programme in 2014/15 or later, no compensation is possible.

*Common Marking Scheme*

The University employs a common marking scheme, which is specified in the Taught Postgraduate Examination Conventions, namely:

**Summary description applicable to postgraduate Masters programmes**

<50	Fail
50-59	Pass
60-69	Pass with Merit
70 or above	Pass with Distinction

**Summary description applicable to postgraduate Certificate and Diploma programmes**

<50	Fail
50 or above	Pass

A representative of the Press Association will attend all Exam Boards to ensure their continuing detailed involvement in the whole of the programme.

*Role of the External Examiner*

An External Examiner, a distinguished member of the subject community, will be shared with MA Media and Journalism and MA Media and Public Relations, is appointed by Faculty Teaching and Learning Committee, after recommendation from the Board of Studies. The External Examiner is expected to:

- See and approve examination papers
- Moderate examination and coursework marking
- Attend the Board of Examiners
- Report to the University on the standards of the programme

In addition, information relating to the programme is provided in:

The University Prospectus: <http://www.ncl.ac.uk/postgraduate/>

The School Brochure: <http://www.ncl.ac.uk/marketing/services/print/publications/ordering/>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/docs/>

The Degree Programme Handbook:

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided. The accuracy of the information contained is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

## Mapping of Intended Learning Outcomes onto Curriculum/Modules

Module	Type	Intended Learning Outcomes			
		A	B	C	D
COM8001 PR in the Digital Age	Optional	1	1,4,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8002 Art and Practice of Digital Film	Optional	4,5	3,7	1,2,3,4,5,6,7,8	1,2,3,4,5
COM8003 Art and Practice of Advanced Digital Film	Optional	4,5	3,7	1,2,3,4,5,6,7,8	1,2,3,4,5
COM8057 Media Analysis	Comp	1,2,4,5,8	1,2,3,4,5,6,7	3,4	1,2,3,4,5
COM8059 Media Law	Comp	2,3,4,5,7,8	3,4,5	2,3,4,7	1,2,3,4,5
COM8060 Strategies and Management in PR	Optional	1	1,4,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8061 Professional sub-editing	Optional	4,5	3,7	2,7	1,2,3,4,5
COM8065 Theoretical Approaches to PR	Optional	1	1,4,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8066 Financial Corporate Communication	Optional	1	1,4,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8069 Multimedia Journalism	Comp	3,4	3,7	2,3,4,7	1,2,3,4,5
COM8163 News & Journalism: Critical Studies	Optional	1,2,3,4,5,6,7,8	1,2,3,4,6,7	3,4	1,2,3,4,5
COM8164 Public Affairs: Politics, Journalism, PR	Optional	1	1,4,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8165 Advanced Reporting Skills	Comp	3,4,5,6,7,8	3,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8166 Broadcast and Video Journalism	Comp	4,5	3,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8167 Online Journalism	Comp	4,5,7	3,7	1,2,3,4,5,6,7	1,2,3,4,5
COM8177 Political Communication	Optional	1,2,3,4,5,6,7,8	1,2,3,4,6,7	3,4	1,2,3,4,5