

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	BA Journalism and Media Pathway entry award: BA Journalism and Digital Media (Level 6)
Name and title of any exit qualification(s)	Dip HE Cert HE
Is the programme offered with a Foundation Year?	Yes
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Creative Arts, Culture and Communication
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (3 years); Full-time with Foundation Year (4 years) September
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	Communication, media, film and cultural studies
UCAS code	Journalism and Media: PP53; PP5H (with FY) Journalism and Digital Media: PP56; PP57 (with FY)
Birkbeck Course Code	BA Journalism and Media: UUBAJRME_C (full-time, 3 years) UUBFJRME_C (full-time with FY, 4 years) BA Journalism and Digital Media UUBAJRDG_C (full-time, 3 years) UUBFJRDG_C (full-time with FY, 4 years))
HECoS Code	100442 journalism 100445 multimedia journalism
Start date of programme	Autumn 2008
Date of programme approval	Summer 2007
Date of last programme amendment approval	November 2022
Valid for academic year and cohorts	2023/24
Date of last revision to document	2/09/2022

Admissions requirements

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

UCAS tariff: 96-120 points (48 points for Foundation year entry)

The UCAS tariff score is applicable to you if you have recently studied a qualification that has a UCAS tariff equivalence. UCAS provides a [tariff calculator](#) for you to work out what your qualification is worth within the UCAS tariff.

Course aims

The BA Journalism and Media, a BA Honours Degree of the University of London, allows you to combine the academic analysis of media with practical teaching from experienced industry professionals. The course's signature feature is its multi-disciplinary approach, drawing on cultural studies, media theory, sociology and politics to tackle the key issues facing journalism today – from ethics and industry structures to cultural shifts and the impact of new technologies. In practical modules, you will acquire the most up-to-date skills to work in print and online journalism across a range of specialisations, genres and platforms. You will not only discover how the industry works, but gain the insights you will need to build and manage a career in journalism.

We take pride in offering an independent, university-level qualification in journalism and media, deliberately opting out of National Council for the Training of Journalists (NCTJ) accreditation. Employers routinely tell us that what they most value in a journalism programme is an independent focus on strategic and high-end skills, and an ability to transform as fast as contemporary journalism, media and technology. From day one you will be encouraged to think of yourself as a journalist, developing and building your own portfolio for future employment prospects.

Teaching on the degree programme takes place in highly interactive classes in which you will develop the interpersonal and team-working skills that are crucial for a career in the media and creative industries. Our London location, and the varied life experiences of our students, provides for an interesting and intellectually stimulating learning environment well attuned to the changing workplace of the twenty-first century. Graduates go on to careers in print and online journalism, magazines, trade publications, public relations, professional communications and the creative industries – as well as on to further academic study.

Course structure

(Please see Arts foundation year specification for details of the foundation year modules)

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
BA Journalism and Media Full-time – 3 years					
Year 1					
4	FFME007S4	Journalism in British Life	30	Core	1
4	FFME027S4	Introduction to Journalism Practice	30	Comp	1 or 3
4		Optional module	30	Option	
4		Optional module	30	Option	

Year 2					
5	FFME029S5	Interview Skills and Feature Writing	30	Core	2
5		Optional module	30	Option	
5		Optional module	30	Option	
5		Optional module	30	Option	
Year 3					
6	ARMC147S6	Final Year Project	30	Core	1-3
6		Optional module	30	Option	
6		Optional module	30	Option	
6		Optional module	30	Option	
BA Journalism and Digital Media Full-time – 3 years					
Year 1					
4	ARMC157S4	Introduction to Digital Culture	30	Comp	1
4	FFME007S4	Journalism in British Life	30	Core	1
4	FFME027S4	Introduction to Journalism Practice	30	Comp	3
4		Optional module	30	Option	
Year 2					
5	ARMC196S5	Researching Digitally	30	Core	2
5	FFME029S5	Interview Skills and Feature Writing	30	Core	2
5		Optional module	30	Option	
5		Optional module	30	Option	
Year 3					
6	ARMC235S6	Communicating Digitally	30	Core	1
6	ARMC147S6	Final Year Project	30	Core	1-3
6		Optional module	30	Option	
6		Optional module	30	Option	
List of option modules					
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Option	2
4	FFME031S4	Introduction to PR and Digital Marketing	30	Option	2
5	FFME063S5	Documentary	30	Option	2
5	ARMC125S5	Researching Arts and Media	30	Option	2
5	ARMC252S5	Digital Media Design and Development	30	Option	3
5	FFME017S5	Media, Technology and Culture	30	Option	2
5	FFME013S5	Journalism and Politics	30	Option	3
5	ARMC249S5	Curating Culture	30	Option	2
5	ARMC196S5	Researching Digitally	30	Option	2
6	ARMC175S6	Principles of Layout and Design	30	Option	2
6	FFME090S6	Principles of Digital Video and Editing	30	Option	2
6	ARMC255S6	Working with Found Footage	30	Option	1
6	ARMC230S6	Memory, Media and Digital Culture	30	Option	1
6	FFME050S6	Globalisation and Media Cultures	30	Option	1
6	ARMC176S6	Media and Conflict	30	Option	1

6	ARMC173S6	Media, Digitalisation & the City	30	Option	2
6	ARMC036S6	Understanding Cultural Audiences	30	Option	1
6	ARMC235S6	Communicating Digitally	30	Option	1

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

Option: Student can choose to take this module

Note: students will have a minimum/maximum credit load per term (For FT students: 60 credits max) Students can take 30 credits at each level from across the college.

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Teaching on this course is a combination of lectures and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare. Working in small groups is a core part of seminars, helping you to develop teamworking skills as well as your own journalistic and academic proficiencies. All modules also contain a variety of online self-directed activities, based on academic reading, journalistic research and exercises in writing and other media practices.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment:

- Essays which will develop in length and expected complexity as you progress through your studies
- Journalistic writing across genres and beats
- Digital media design and production (blogging, layout, video, podcasting)

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Knowledge and Understanding

1. Awareness of principal academic theories related to journalism from sociology, cultural studies, political science, media theory and other relevant disciplines

2. Awareness of the key debates and issues surrounding contemporary journalism and media
3. Familiarity with the full range of journalistic genres and platforms
4. Ability to interpret and critique journalism through: its work practices; its organisations, and their economic, cultural and historical dimensions; its different international contexts; and its rapidly changing technological environments

Intellectual

6. Ability to understand and critique theoretical arguments
7. Ability to apply abstract theoretical principles to practical, contemporary contexts
8. Ability to distinguish and critically compare genres, disciplines and discourses
9. Ability to engage in reflexive analysis
10. Ability to distil key principles from large bodies of academic and journalistic literature
11. Ability to gather data and evidence and develop arguments on this basis
12. Ability to communicate ideas in different formats, genres and perspectives
13. Ability to plan own learning

Practical

14. Proficiency in a wide range of journalistic practice, including writing, research and editing
15. Familiarity with layout, design, audio and video production, editing and subediting
16. Familiarity and the uses and applications of various forms and technologies of digital journalism and social media
17. Self-sufficiency in skills required for freelancing, including commissioning/pitching,
18. Skill in communicating ideas in different forms and for different audiences
19. Ability to write clearly and concisely both in journalistic and scholarly form
20. Ability to form and sustain professional relationships with colleagues and contacts
21. Ability to negotiate and interact effectively with journalistic institutions
22. Ability to analyse effectiveness of own work

Transferable Skills

23. Ability to communicate effectively in different contexts and with different people
24. Interpersonal skills such as group participation, constructive criticism, professional collaboration, self-reflection
25. Ability to take responsibility for own learning and time management
26. Ability to work to deadlines and under pressure

Careers and further study

You will find journalism graduates in the following kinds of roles:

- Journalist
- Editor
- Researcher
- Social media manager
- Professional communications and PR

Birkbeck's BA Journalism and Media graduates will complete with a set of valuable attributes, for example:

- The ability to work as part of a team

- High-level oral and written communication skills in English, both journalistic and academic
- Research skills
- Skills in evaluating and assessing types of information
- The ability to present yourself and an argument

Birkbeck offers a range of careers support to its students. You can find out more on [the careers pages of our website.](#)

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website. You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services.](#) This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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