

Programme Specification: PGCert / PGDip / MA International Broadcast Journalism

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at <http://www.bcu.ac.uk/pme>, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	Birmingham City University
Teaching Institution:	Birmingham City University
Interim Awards and Final Award:	Post-Graduate Certificate; Post-Graduate Diploma; Master of Arts
Programme Title:	International Broadcast Journalism
Main fields of Study:	Communication, Media, Film and Cultural Studies
Modes of Study:	Full-time; Part-time
Language of Study:	English
JACS Code:	

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

Communication, Media, Film and Cultural Studies

Programme philosophy and aims

This award is part of a wider suite of postgraduate programmes within the Birmingham School of Media. They all seek to develop reflective professionals in the media, creative and cultural industries, who can operate at the forefront of the academic discipline and of professional practice. The content and approach of the curriculum has a strong emphasis on the skills of UK based broadcast journalism but within the context of wider international professional practice; engagement with new communication technologies, and promoting innovation in thinking and practice. Each award in the suite is part of a wider community of postgraduate students, and a culture of learning and investigation. Each module in the award is integrated into a systematic process of professional development and students are encouraged to organise and extend their learning in a way that suits their individual ambitions and needs.

The aims of the programme are to:

- Provide an appropriate range and depth of theoretical and professional knowledge to enable students to understand the key issues and challenges within broadcast journalism and the international media arena;
- Create challenging simulations of professional practice in which students can work as broadcast journalists at the forefront of the industry;
- Ensure that students engage with academic and professional debates, and evaluate the current state of academic knowledge, professional practice, and their own scholarly work with particular emphasis on international issues and developments of international significance.
- Encourage students to become reflective practitioners in broadcast journalism with a commitment to continuing professional development.

Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes.

At the end of this award students will be able to:

1. Work independently and in teams systematically to apply techniques of broadcast journalism, developing strategies for innovation by applying traditions of research and enquiry to deal creatively with complex issues in original cases.
2. Map the core knowledge of the key theoretical approaches to understanding broadcast journalism, and the professional practices in the field, along with current intellectual challenges, and scholarly and professional broadcast journalism techniques;
3. Critically evaluate professional practice in both the UK and international contexts, together with associated current scholarship, and communicate their conclusions clearly to specialist and non-specialist audiences;
4. Reflect critically in order to develop knowledge, understanding and skill in the practice of broadcast journalism and its scholarly context.

Learning teaching, and assessment methods used

Each taught module consists of classes in which students will be introduced to topics through lectures, practical examples, discussions and workshop activities. There will be guest lectures given by leading practitioners in the field. We place a strong emphasis on lecturer and peer review of student presentations and work-in-progress. These sessions are supported by structured material available on the university's Moodle on-line system. Students are set independent study tasks based upon journalistic activities, and there are further weeks of directed study. Many modules make significant use of social media, and students are often asked to post to fora, write blogs, or produce podcasts to chart personal and professional development, and to engage with the work of others.

Each student will also participate in tutorials as the taught module progresses, to support their professional development and plan their learning. At least two weeks of each semester are set aside for key extension work, which will include a work-based placement.

Assessments usually emphasise scholarly or professional practice through which the key learning objectives are tested.

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

Broadcast Journalism (30 credits)	Professional Practice (30 credits)
Globalisation & Communication (30 credits)	Production Lab (30 credits)
MA by Practice (60 credits)	

Awards

Postgraduate Certificate awarded after 60 credits achieved

Postgraduate Diploma awarded after 60 credits achieved

Master of Arts awarded after the completion of the full 180 credits

Modes of study

Full-time: one year

Taught modules are also available for study as stand-alone courses.

Support for Learning including Personal Development Planning (PDP)

Students are encouraged to identify and, with guidance, to reflect upon their own learning needs, and are offered the support detailed hereafter as appropriate to meet those needs.

There is an organised spine of professional development planning which structures the student experience of the award. This is based upon the following development:

- Professional audit, diagnose areas for development, set objectives, produce plans for period of study and development;
- Participate in, and reflect on, professional practice; work independently and in teams;
- Explore and evaluate current issues and problems in professional or academic practice;
- Reflect on personal development and prepare plans for the future.

Students will have individual tutorials to help plan their study and personal development. Each module contains a learning outcome related to personal development, and students are asked to produce pieces of reflective evaluative work.

Criteria for admission

Candidates must satisfy the general admission requirements of the programme.

The current admission requirements can be found under the 'Entry Requirements' tab of the web page for this course.

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

All modules and awards within the Birmingham School of Media are reviewed regularly, and the views of all students and industry professionals are taken into account when learning and teaching are planned.

Informal feedback is elicited from students throughout the programme and students are invited to evaluate their learning experience at the end of each module. There is a Programme Board of Studies which meets twice a year with student representatives from each award and mode of study. The teaching team will produce an annual report evaluating quality and standards on the award each year, and this will contain the views of students and will outline a plan for continuous enhancement of the organisation of learning and teaching on the award.

The marking of all modules within the award will be subject to moderation in line with university procedures, and external examiners will check the process of marking and moderation. The external examiners will produce an annual report, and this will also form part of the annual programme report and plan.

The university's registry and the Quality Assurance Agency will audit the processes of evaluation and enhancement in the programme.

Course Title

The programme is the "Postgraduate Diploma/Masters of Arts in International Broadcast Journalism".

Awards

Successful completion of the first phase of the course qualifies a student for the award of Postgraduate Certificate in International Broadcast Journalism. Successful completion of the second phase qualifies a student for the award of Postgraduate Diploma in International Broadcast Journalism. The successful completion of a Journalism Project qualifies a student for the award of Master of Arts in International Broadcast Journalism.

The awards of Postgraduate Diploma and Master of Arts in International Broadcast Journalism are available with Commendation and Distinction.

Mode of Study

The Postgraduate Certificate and Postgraduate Diploma are available in the full-time mode only. The MA is available in both full and part-time mode (depending on student status).

Duration

The Postgraduate Certificate phase runs for 15 weeks, with 10 teaching weeks. The Postgraduate Diploma phase of the course is for 14 weeks with 10 teaching weeks. The MA phase runs for 15 weeks in full-time, 30 weeks part-time.

Module structure

Progression

Stages 1 and 2 (Postgraduate certificate and diploma)

The modules at stage 1 and stage 2 are all at 'M' level 7. Full-time students will complete stage 1 prior to stage 2.

Stage 3 (Master of Arts award)

Students must complete stages 1 and 2 before beginning stage 3. The modules and the learning experiences of stages 1 and 2 provide the necessary knowledge and skills for engaging in stage 3 work.

The course is structured to teach and reinforce the necessary core skills of broadcast journalism as quickly and solidly as possible across the first semester. Students then move on to consolidate that knowledge through the second. One of the latter modules offers some degree of independent study and the opportunity to carry out a longer piece of production work. The rationale is two-fold. It integrates the learning of the previous taught modules and allows students to specialise to a degree. It also provides the necessary bridge to the longer, more in-depth investigation and production that comprises the MA project.

All modules are core.

The Masters award is given on the successful completion of the journalism project, worth a further 60 credits.

Course Structure Diagram:

Subjects	Weeks 1-15	Award
Broadcast Journalism	→	PGCert.
Professional Practice	→	
Subjects	Weeks 1-14	Award
Production Lab	→	PG Diploma
Globalisation and Communication	→	
Subjects	Weeks nominally 1 - 15	Award
Journalism Project	→	Masters
TEACHING AND LEARNING		

The teaching and learning package has been constructed around a number of key principles:

- i. That students should acquire basic journalism and production skills as early on in the course as possible.
- ii. That as far as possible students should work towards professional standards of broadcast journalism.
- iii. That discussion of cultural and ethical issues in journalism is positively encouraged.
- iv. That students be offered opportunities for independent learning.
- v. That students will benefit from a high level of contact with practising media professionals.

The course is designed to give students a firm base in journalism and production skills from which to choose an area of specialisation.

Contact with media professionals and media organisations will be achieved through a wide range of visiting teachers from the industry, through visits to media organisations and the industrial placement.

The learning package for each module has been designed with the distinct learning objectives in mind but they cover a common structure:

- Tutor led sessions across 10 weeks covering a range of activities: lectures, visits, newsroom exercises (workshops) and simulations (where students work on techniques under supervision).
- Set exercises which develop and test skills and knowledge from tutor led sessions, both individual and small groups.
- Personal or small group tutorials which will support individual learning.
- Constructive self-criticism through playback sessions both individually and in small groups to develop clarity of thought and self-reliance.
- Set listening, watching and reading which develops or exemplifies ideas established in tutor led sessions.

The course will stress professional roles and team work in its production modules.