

PROGRAMME SPECIFICATION [Postgraduate Certificate / Postgraduate Diploma in 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 in (1) <http://www.bcu.ac.uk/pme> (2) module specifications and (3) 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.

1	Awarding Institution / Body:	Birmingham City University
2	Teaching Institution:	Birmingham City University
3	Programme accredited by:	Broadcast Journalism Training Council
4	Final Award:	Postgraduate Diploma in Broadcast Journalism
5	Programme Title:	PgCert / PgDip / Broadcast Journalism
6	UCAS Code:	n/a
7	QAA Benchmarking Group:	Communication, Media, Film and Cultural Studies

8 Aims of the programme

The programme aims to provide learners with:

- a curriculum which provides the appropriate range of subjects necessary to equip the learner to carry out the tasks of a broadcast journalist: reading and writing for broadcast, media law, radio craft skills and knowledge about Public Institutions and media regulation.
- a curriculum which enables learners to engage critically with journalism, the journalistic process and broadcast production.
- a phased and staged structure which enables them to acquire the appropriate knowledge and skills as quickly as possible.
- teaching and learning techniques which place the emphasis on active and participative education
- the opportunity to develop, through a supportive learning culture, self-confidence, self-reliance and self motivation in the field of broadcast journalism.
- a qualification accredited by the relevant professional body.

9 Intended learning outcomes and the means by which they are achieved and demonstrated: the programme provides learners with opportunities to develop and demonstrate knowledge and understanding, skills and other attributes as follows:

Knowledge and understanding

<p>1. Knowledge and understanding of:</p> <p>1.1 the core principles of journalism</p> <ul style="list-style-type: none"> - the definition of news and a news story, how it is found and written - <i>the importance of research and of identifying and using appropriate sources</i> - ideas of fairness, balance, impartiality - the role of journalism in society and journalistic ethics; <p>1.2 the Law and the work of the courts and other tribunals as they affect broadcast journalists;</p> <p>1.3 the principles and practice of radio broadcasting;</p> <p>1.4 the principles of television journalism and bi-media approaches;</p> <p>1.5 the main media institutions in the UK, their operations and regulatory bodies;</p> <p>1.6 the role of central and local government in the UK and other public service providers.</p>	<p>Teaching, learning and assessment methods used:</p> <p>These skills are acquired through formal lectures, tutor led seminars, workshops, visits and newsroom exercises. Directed independent learning activities increase at each academic stage of the course.</p> <p>They are assessed formatively and summatively by a number of methods including critiques (playback sessions), personal tutorials, role playing, timed exercises and examination.</p>
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Skills and other attributes

<p>2. Intellectual / cognitive skills:</p> <p>2.1 critical analysis, and evaluation of information and sources; 2.2 professional judgment in the selection and use of information from a variety of sources; 2.3 application of core research and journalistic skills to any given news topic; 2.4 application of knowledge and understanding of the law in a diverse range of journalistic practices; 2.5 creativity in resolving problems within a limited timescale. 2.6 reflective evaluation of personal practice and the ability to apply conclusions drawn to future work.</p>	<p>Teaching, learning and assessment methods used:</p> <p>These skills are acquired through a series of workshops /exercises. The proportion of real life and problem-based learning increases as the course progresses. These methods are used across the range of subject areas. Particular emphasis is placed on these skills during the 'Newsroom Practice' and 'Professional Studies' modules. Assessment is formative and summative. It includes the use of group critiques, including peer input, role play and timed exercises.</p>
<p>3. Practical, research and independent learning skills:</p> <p>3.1 information acquisition using new technology and interpersonal skills under pressure of time; 3.2 effective use of the voice as a means of communication; 3.3 communicating effectively to a range of audiences; 3.4 independence in drawing conclusions from contradictory information. 3.5 self-reliance in problem solving and working to strict deadlines. 3.6 database management in creating and developing a personal contact lists; 3.7 personal presentation and time-management.</p>	<p>Teaching, learning and assessment methods used:</p> <p>Initiative and independence are fostered throughout the course, developing incrementally as the learner progresses. Though both are encouraged within the confines of the practise of the profession and while reflecting and serving an agreed audience. The acquisition of 'research conducted under a strict deadline' is a core skill of the programme and is taught and re-enforced in every module. I.T induction upon starting leads to tailor-made I.T support where needed. Assessment is both formative and summative and includes peer group evaluation and support. Assessment criteria are published widely and included in the Student Handbook.</p>

<p>4. Transferable / key skills:</p> <p>4.1 communication with spoken and written English; 4.2 interpersonal communication and empathy; 4.3 effective team-working; 4.4 creativity and critical practice in broadcast, particularly radio, journalism; 4.5 effective time management and the ability to work to deadlines; 4.6 self-reliance self awareness and, constructive self-criticism; 4.7 flexibility towards new technology.</p>	<p>Teaching, learning and assessment methods used:</p> <p>Teaching and Learning: The above skills are integral to the learning strategy of the programme. They are taught explicitly at the start, then supported in later parts of the course. Teaching takes the form of visits to different broadcasters, tutor-led workshops and exercises and Masterclasses from eminent practitioners. Assessments are both formative and summative across different modules. Assessment criteria are widely available and are published in the Student Handbook.</p>
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10 Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit ratings, and the awards which can be gained are shown below. Modules in which Personal Development Planning is an integral part of the learning process are underlined.

The programme is offered full time only in its postgraduate certificate and diploma phases. Together they take 25 weeks.

The programme does not run the standard academic year, it starts in early September and finishes in March. This allows for the intensive teaching and learning which typifies the course and allows the subject matter to be acquired in a shorter time frame. All the modules, or study units, are compulsory. Each single module is worth 15 credits and each single module comprises 120 student learning hours. Students must successfully acquire 60 credits from each stage to qualify for each award. The postgraduate diploma award is the exit point at which the relevant professional body, the Broadcast Journalism Training Council, recognises the qualification.

Stage 1

Module number	Module name	Credit
	<u>Broadcast Journalism and Law</u>	30
	<u>Radio and Television and Online Skills</u>	30

Award: Postgraduate Certificate (60 credits all of which are at level M)

Stage 2

Module number	Module name	Credit
	<u>Reporting Institutions.</u>	15
	<u>Newsroom Practice</u>	15
	<u>Professional Studies</u>	30

Award: Postgraduate Diploma (120 credits all of which are at level M)

11 Support for Learning

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to those needs:

An induction programme dealing with the orientation and dissemination of essential information in the Department.

An introduction to the computing, internet and e-mailing facilities available.

A Library induction.

A Student Handbook, containing information relating the University, the course, module descriptors and contact details of all key staff.

Access to staff at times other than class.

An open, supportive and reflective teaching atmosphere.

A programme of workshops, Masterclasses and exercises.

Access to the Head of Department and the services of technicians and librarians.

Access to past students from the course to act as mentors or sources of contact.

Careers advice and workshops with input from employers.

Access to all of the University's Student Services.

12 Criteria for admission

Candidates must satisfy the general admissions requirements of the programme.

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

13 Evaluation and improvement of quality and standards

Committees: Board of Studies Student Feedback Forums Examination Board School Academic Board Faculty Student Experience, Learning and Teaching Committee Faculty Academic Board	Mechanisms for review and evaluation: Accreditation visits by Professional Body Employers feedback Student feedback Course team meetings and annual review External examiners reports Annual monitoring report
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14 Regulation of assessment

Details of the mechanisms and criteria for assessment in individual modules, and the means of determining final degree classifications, are published widely. Students are issued with copies of the University's Standard Postgraduate Assessment Regulations on commencing the course, and individual and collective guidance is given by academic staff on their operation at appropriate times throughout the course.

To qualify for a **Postgraduate Certificate** a student must successfully complete all required assessments and obtain a minimum of 60 credits of which at least 30 must be at level M. The pass-mark in all modules is 50%.

The award of Postgraduate Certificate is not differentiated.

To qualify for a **Postgraduate Diploma** a student must successfully complete all required assessments and obtain a minimum of 120 credits of which at least 90 must be at level M. The pass-mark in all modules is 50%.

The award of a Postgraduate Diploma with Commendation is made to students who achieve an average mark of 60%-69% at the first sitting in the marks awarded for modules equivalent to at least 120 credits. The award of Postgraduate Diploma with Distinction is made to students who achieve an average mark of 70% or above at the first sitting in the marks awarded for modules equivalent to at least 120 credits.

External Examiners are appointed. Their work includes:

- approving coursework assignments and assessment criteria
- approving examination papers
- monitoring standards through moderation of completed assessments
- attending Examination Boards
- participating in the review and validation processes.