

Course Specification

Published Date:	21-Sep-2020
Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton School of Art		
Course Code(s):	MZ028H01UV MZ028H31UV	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Multimedia Journalism		
Hierarchy of Awards:	Bachelor of Arts with Honours Multimedia Journalism Bachelor of Arts Multimedia Journalism Diploma of Higher Education Multimedia Journalism Certificate of Higher Education Multimedia Journalism University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	17/May/2017		
Last Review:	2015/6		
Course Specification valid from:	2015/6		
Course Specification valid to:	2021/2		

Academic Staff

Course Leader:	Dr Bianca Fox
Head of Department:	Mr Pritpal Sembi

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

2017 Entry

- CCC from 'A' levels
- BTEC National Diploma grade DD
- BTEC QCF Extended Diploma grade MMM
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).
- If you've got other qualifications or relevant experience, please contact The Gateway for further advice before applying.
- International entry requirements and application guidance can be found [here](#)
- Successful completion of the [International Foundation Year in Social Sciences](#)

Distinctive Features of the Course:

This course is designed following industry standards and demands and that's why throughout the course you will benefit from:

- Industry-like production news days
- Voice training sessions
- A minimum of 15 industry work placement days
- Industry standard Media Law and Court Reporting training and exams
- Industry standard technology and facilities

Educational Aims of the Course:

The BA (Hons) Multimedia Journalism at the University of Wolverhampton will equip you with the knowledge and skills you need for working in the digital multi-platform environment of the 21st century newsrooms. The content of the degree has been designed taking into account the main factors that steer the practice of journalism globally such as convergence, digital copyright and the use of public data to craft stories. You will learn about the latest developments in multimedia journalism and gain a range of practical skills encompassing the traditional forms of content production such as radio, video/TV and photography, and a more complex and innovative set of technologies needed to successfully develop and manage digital content on different journalistic platforms. You will be introduced to a full range of modern media and will adopt real-world working strategies, produce ground breaking audio, video, web and social media content and benefit from work placements that will enable you to enter the job market with the most up-to-date and relevant knowledge and expertise. You will develop a range of subject specific and transferable skills and by the end of the course you will have your own portfolio, which is an immense value in graduate employment. In addition, the course offers a suitable and balanced diet of practical and theoretical optional modules, allowing you to deepen your interests, whether in sports, investigative journalism, mobile and data journalism, politics, celebrity, film or business.

Intakes:

September
January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

None

Course Structure:

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4MZ023	Radio News Production	20	SEM2	Core
4MZ027	Television News Production	20	SEM2	Core
4MZ030	Public Affairs	20	SEM2	Core
4MZ024	News Writing	20	SEM1	Core
4MZ026	Key Concepts in Journalism	20	SEM1	Core
4FI006	Representing the Real: From Documentary Film to Reality TV	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each

academic calendar year.

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5MZ036	Photo Journalism	20	SEM2	Core
5MZ033	WRITING FEATURES FOR NEWS MEDIA	20	SEM2	Core
5MZ041	Multimedia News Production	40	CRYRA	Core
5FI008	Film and TV Representations: Race, Gender and Sexuality on Screen	20	SEM1	Core
5MZ032	MEDIA LAW AND ETHICS	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6MZ028	Multimedia Practical Project	20	SEM2	Core
6MZ030	The Multi-Platform Newsroom	40	CRYRA	Core
6MZ005	Persuasion and Influence	20	SEM2	Core
6MZ021	Work Placement	20	SEM1	Core
6MZ012	Global Media/Global Culture	20	SEM1	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4MZ024	News Writing	20	SEM1	Core
4MZ026	Key Concepts in Journalism	20	SEM1	Core
4MZ023	Radio News Production	20	SEM2	Core
4MZ027	Television News Production	20	SEM2	Core
4MZ030	Public Affairs	20	SEM2	Core
4FI006	Representing the Real: From Documentary Film to Reality TV	20	SEM1	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5MZ041	Multimedia News Production	40	YEAR	Core
5MZ032	MEDIA LAW AND ETHICS	20	SEM1	Core
5MZ036	Photo Journalism	20	SEM2	Core
5MZ033	WRITING FEATURES FOR NEWS MEDIA	20	SEM2	Core
5FI008	Film and TV Representations: Race, Gender and Sexuality on Screen	20	SEM1	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6MZ021	Work Placement	20	SEM1	Core
6MZ012	Global Media/Global Culture	20	SEM1	Core
6MZ028	Multimedia Practical Project	20	SEM2	Core
6MZ030	The Multi-Platform Newsroom	40	YEAR	Core
6MZ005	Persuasion and Influence	20	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

Section 4.4.3 - Exemption in accordance with Broadcast Journalism Training Council (BJTC) requirements. Compensation will not be permitted for the following core module (third attempts are permitted);

- 5MZ032 Media Law and Ethics (20 credits).

APPROVED on 22/6/2017. Effective date: September 2017.

Reference Points:

Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including :

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#) - *list* - QAA Benchmark Art & Design:

QAA Benchmark Communication Media Film and Cultural Studies

BJTC - <http://www.bjtc.org.uk/#!/key-accreditation-requirements/clvef>

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

[Equality Act \(2010\)](#)

We have followed guidance from a wide range of university policies and strategies including:

- Teaching and Learning Strategy
- Assessment Strategy
- Research Strategy
- Ethics Policy
- Blended Learning Strategy

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study.

CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.

CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work.

CertHE Course Learning Outcome 4 (CHECLO4)

Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments.

CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility.

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.

DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.

DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

DipHE Course Learning Outcome 5 (DHECLO5)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.

DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

Ordinary Course Learning Outcome 1 (ORDCLO1)

Demonstrate a broad understanding of journalism across print, online, radio and TV broadcasting media as well as of the convergence of journalistic production in the current socio-political landscape.

Ordinary Course Learning Outcome 2 (ORDCLO2)

Apply near-professional skills for identifying, gathering, evaluating, researching, presenting and producing news to be published on written, audio and visual means.

Ordinary Course Learning Outcome 3 (ORDCLO3)

Work to meet deadlines showing informed knowledge of the principles and practice of multimedia journalism, and understanding of ethical elements of the practice of journalism as well as code of practices in place in the UK.

Ordinary Course Learning Outcome 4 (ORDCLO4)

Demonstrate a critical understanding of the theoretical perspectives relating to the production of news for cross-platform broadcasting environments and awareness of the changing professional demands of journalism worldwide.

Ordinary Course Learning Outcome 5 (ORDCLO5)

Demonstrate appropriate practical transferable skills necessary for employment by using appropriately and creatively a range of digital equipment and operate as a member of a production team.

Ordinary Course Learning Outcome 6 (ORDCLO6)

Effectively manage your professional conduct and plan your career development in relation to the duties and responsibilities of a multimedia journalist, work in flexible, creative ways, both independently and in teams, showing self-discipline, communication skills and critical thinking.

Honours Course Learning Outcome 1 (DEGCLO1)

Demonstrate advanced knowledge of multimedia broadcasting in the current socio-political landscape as well as develop specific technical, legal and professional demands of newsgathering and newscasting across multiple platforms.

Honours Course Learning Outcome 2 (DEGCLO2)

Develop, manage and present projects demonstrating in depth understanding of journalism, suitable to be published or broadcast in newspapers, magazines, TV, radio and online.

Honours Course Learning Outcome 3 (DEGCLO3)

Work to meet deadlines, displaying competence to professional standards in creating audio, visual and written news content suitable to be published and/or broadcast by online / radio/ TV distribution channels and other highly specialised productions across multiple platforms.

Honours Course Learning Outcome 4 (DEGCLO4)

Utilise effectively relevant concepts and theories and demonstrate a detailed understanding of political, sociocultural and ethical debates affecting journalism worldwide and awareness of the changing professional demands of journalism and how to respond to these with flexibility and creativity.

Honours Course Learning Outcome 5 (DEGCLO5)

Demonstrate the qualities and transferable skills necessary for employment in any area of journalism, exercise personal responsibility, decision-making and team leadership, assuming significant responsibility within any cross-platform broadcasting environments.

Honours Course Learning Outcome 6 (DEGCLO6)

Manage your professional conduct and plan your career development in relation to the duties and responsibilities of a multimedia journalist, operate successfully in a team context in a multi-platform

newsroom, working in flexible, creative ways, both independently and in teams, showing self-discipline, self-direction, communication skills, critical thinking and a reflective and problem-solving capacity.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4FI006	Representing the Real: From Documentary Film to Reality TV	CHECLO4, CHECLO5
4MZ023	Radio News Production	CHECLO1, CHECLO3, CHECLO4
4MZ024	News Writing	CHECLO2, CHECLO3, CHECLO4
4MZ026	Key Concepts in Journalism	CHECLO1, CHECLO2, CHECLO4, CHECLO5
4MZ027	Television News Production	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MZ030	Public Affairs	CHECLO1, CHECLO3, CHECLO4, CHECLO5
5FI008	Film and TV Representations: Race, Gender and Sexuality on Screen	DHECLO1, DHECLO2, DHECLO3
5MZ032	MEDIA LAW AND ETHICS	DHECLO1, DHECLO2, DHECLO6
5MZ033	WRITING FEATURES FOR NEWS MEDIA	DHECLO4, DHECLO5, DHECLO6
5MZ036	Photo Journalism	DHECLO1, DHECLO2, DHECLO3, DHECLO5
5MZ041	Multimedia News Production	DHECLO1, DHECLO2, DHECLO3, DHECLO5, DHECLO6
6MZ005	Persuasion and Influence	DEGCLO1, DEGCLO2, DEGCLO3, ORDCLO1, ORDCLO2, ORDCLO3
6MZ012	Global Media/Global Culture	DEGCLO1, DEGCLO2, DEGCLO3, ORDCLO1, ORDCLO2, ORDCLO3
6MZ021	Work Placement	DEGCLO5, DEGCLO6
6MZ028	Multimedia Practical Project	DEGCLO3, DEGCLO4, DEGCLO6
6MZ030	The Multi-Platform Newsroom	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6

Teaching, Learning and Assessment:

Learning will take place in the classroom in the form of lectures, seminars and workshops but also outside in the form of visits to local broadcasters and independent learning, a key skill for the practice of multimedia journalism. Students will gain key industry skills through developing multimedia artefacts in real time and to live, or as - live, industry provided briefs. These activities will test students' ability to work effectively in a group and enables them to experience real working practices in a protected environment.

The course is designed to provide students with knowledge and skills required for the practice of multimedia journalism in digital environments. Level 4 activities introduce relevant key concepts and theories and develop student's skills to produce and manage content for print, TV/Radio and online news media platforms. Level 5 modules focus on abilities and skills for reporting content for convergent journalistic outlets as well as on the understanding of political, sociocultural and ethical debates affecting journalism worldwide and awareness of the changing professional demands of journalism. Level 6 modules provide students the necessary skills to produce news production for multiple platforms at professional standards and deeper investigation of academic theories texts and discourses coupled with further and more detailed acquisition of practical multimedia journalistic skills. All three levels also encourage significant work outside of the classroom.

Activities are designed to mirror the academic learning outcomes of each level and the current multiplatform news industry working practices. The MMJ-specific modules enable interaction between students and

industry-relevant activities in class. Practitioners from the industry will occasionally be asked to assist the students (either in person, or remotely via internet video link ups) or deliver guest lectures.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

1) University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas.

Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases. For more information, please visit: www.wlv.ac.uk/lib/info/welcome

Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The University Student Support website offers advice on a variety of matters (careers, counselling, student union advice, etc.) <https://www.wlv.ac.uk/study-here/student-support/> Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

2) In addition to the material provided in class and on the Virtual Learning Platform, the Faculty offers tailored academic and pastoral support to students. Students' first port of call is their personal tutor (each student is allocated a personal tutor at the beginning of the academic year), but they can also talk to module leaders, course leader, school administrator, graduate interns and graduate teaching assistants, whose details can be found in the course guide. Advice will be given through the induction process and then through appointments throughout the year, in addition to classes and tutorials. Students can expect to receive support and guidance in the area of Personal Development Planning, to understand better their learning process, have the skills and understanding to act on the feedback.

Lecturers will provide personalised feedback for formative and summative assessments. On occasions, lecturers may provide generalised feedback to the whole group on points relating to an assessment.

3) Dedicated Subject Pages allow students to explore key online information sources that are recommended for their studies.

School of Media

www.wlv.ac.uk/lib/subjects/broadcasting-film-and-media

Our lecturers are friendly and approachable at any time and we have dedicated Graduate Teaching Assistants that provide extra student support. Students benefit from personal tutorials, one to one meeting and essay writing workshops throughout the year.

A dedicated team of technicians is available to guide the students and provide camera and editing workshops. Students can book these workshops throughout the year.

Employability in the Curriculum:

Throughout the three levels of the degree you will gain a range of practical skills encompassing the traditional forms of content production such as radio, television and photography and a more complex and innovative set of technologies needed to successfully develop and manage internet based journalistic platforms. You will be able to successfully enter the media industry undertaking roles like: newsreader; TV or radio producer/presenter or reporter; news writer; researcher; camera operator; radio and broadcast news reporter and editor; PR and communication; journalist and press officer, social media and marketing assistant. This course is designed to address the needs of the UK employers and takes into account the on-going international transition of the sector to a full web-based business model. You will develop a range of subject specific and transferable skills and by the end of the course you will have your own portfolio, which is an immense value in graduate employment.

Level 4 activities introduce relevant key concepts and theories and develop skills to produce and manage content for print, TV/Radio and online news media platforms. Modules like 4MZ026 and 4MZ027 introduce students to key filming, editing, news gathering and script writing techniques and encourage them to start building their journalistic portfolio by producing radio and TV packages. Students will undertake different roles in a production team and get familiar with the pre-production, production and post-production stages.

'Level 5 modules build on broadcast journalism and technological skills for journalism production attained at Level 4 and move the production of news into a setting that replicates industry practice, involving the application of these skills to the production of radio and television bulletins, under real-time, live newsroom and deadline conditions; the same constraints faced by professional journalists. Modules like 5MZ041 Multimedia News Production, 5MZ032 Media, Law and Ethics, or 5MZ036 Photo-Journalism focus on abilities and skills for reporting content for convergent journalistic outlets as well as on the understanding of political, socio-cultural and ethical debates affecting journalism worldwide and awareness of the changing professional demands of journalism. Students will also be given training in filming, editing and reporting live on mobile devices and will contribute to all editorial decisions concerning the content of radio/TV/online local bulletins, and are expected to produce a daily output at a high standard, expanding their own portfolio and increasing your contacts and range of sources. The summer between Level 5 and 6 provides the opportunity to undertake a work placement for at least 15 consecutive days that conclude with a placement report that must be submitted in the first semester of Level 6 (6MZ021).

Level 6 modules provide students with the skills to produce news for multiple platforms at professional standards. Modules like 6MZ030 The Multi-platform Newsroom build on the skills attained at levels 4 and 5. Students will operate in a newsroom environment as part of a production team and produce online, radio and television outputs, thereby simulating the work of professional journalists in newsrooms of places like the BBC, Sky and ITV. Students will improve their skills in areas such as digital newsgathering, news reading, writing, voice training, advanced individual package making, interviewing, live reporting, news writing, teamwork, pieces to camera, vox pops and are expected to produce work at professional broadcast standard and learn the basics of data journalism. All three levels also encourage significant work outside of the classroom.'



THE UNIVERSITY OF OPPORTUNITY