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):	MZ028T01UV	Full-time	4 Years
	MZ028T31UV	Part-time	8 Years
UCAS Code:	P502		
Course Title:	BA (Hons) Multimedia Journalism with Foundation Year		
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 Foundation and Preparatory Studies Multimedia Journalism University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	01/Sep/2017		
Last Review:	2020/1		
Course Specification valid from:	2015/6		
Course Specification valid to:	2026/7		

Academic Staff

Course Leader:	Dr Bianca Fox
Head of Department:	Dr Bianca Fox

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

Typical Entry Requirements:

DD from A level
BTEC QCF Extended Diploma grade PPP, BTEC QCF Diploma grade MP
Pass Access to HE Diploma (Full Award)
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

Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see http://wlv.ac.uk/mature for further information.

Younger applicants who do not meet the entry requirements may be asked to attend interview and/or to provide a sample of their academic writing, or they may be offered an alternative course.

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

You can develop the skills and knowledge that you need to study at undergraduate level, building on your strengths and working on your weaknesses, so that you can feel confident that by the end you are ready to commence a degree course, and to apply the skills to undertake the directed and independent learning which will help you to achieve your potential. This will allow you to embark on Level 4 study in an appropriate undergraduate discipline or combined award, confident that you have developed the skills and chosen the most relevant subject area(s) to specialise in, which will allow you to perform strongly at degree level and enhance your career aims.

All of our foundation modules are taught in small subject-specific groups. Several of the modules on the foundation part of the degree are assessed via portfolio, so lots of tasks contribute to your final grade This means that we can give you credit for the things that you do best, and give you support to identify areas of strength and areas for potential development.. For the foundation part of the degree you will study two taught modules per semester, in the autumn semester you will study one 40 credit study skills module, this is designed to help you get to grips with university life and to gain the skills you need to exceed at degree level.

The other 20 credit module contains subject-specific content, so you begin learning your subject from day one. In the spring semester you will take one subject-specific module, plus your individual project, this guarantees you weekly one-to-one sessions with a subject-specific member of our team, in these sessions you will work with your tutor to develop your own project on what interests you the most. For the degree part of the course you will study three modules per semester.

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

Module	Title	Credits	Period	Type
3GK013	Project-Based Learning	40	SEM2	Core
3HU005	Multiculturalism? Society & Culture in Modern Britain	20	SEM2	Core
3GK012	Preparing for Success at University	40	SEM1	Core
3GK014	Wolverhampton and its People	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

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 3

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 4

Module	Title	Credits	Period	Type
6MZ028	Multimedia Practical Project	20	SEM2	Core
6MZ005	Persuasion and Influence	20	SEM2	Core
6MZ030	The Multi-Platform Newsroom	40	CRYRA	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

Module	Title	Credits	Period	Type
3GK012	Preparing for Success at University	40	SEM1	Core
3GK014	Wolverhampton and its People	20	SEM1	Core
3GK013	Project-Based Learning	40	SEM2	Core
3HU005	Multiculturalism? Society & Culture in Modern Britain	20	SEM2	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

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 3

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 4

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:

AFRSC/19/16.2.2 FABSS Undergraduate degrees with Foundation Years.

Section 1.3.1 - Exemption from the standard University Academic Framework allowing for the use of 40 credit taught modules at Level 3 and delivery of these within semesters as follows;

3GK012 Preparing for Success at University (40 credits)

3GK013 Project-Based Learning (40 credits).

Effective date: September 2020.

APPROVED (by Chair's Action on 12/2/2020).

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](#) – Communication, Media, Film and Cultural Studies (2008)

English (2015)

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

[University Policies and Regulations](#)

Equality Act (2010)

Learning Outcomes:

Foundation Year Course Learning Outcome 1 (UCCLO1)

Can articulate your understanding of a range of facts and theories relating to the subjects studied.

Foundation Year Course Learning Outcome 2 (UCCLO2)

Can complete tasks and address problems that, while well-defined, may be complex and non-routine

Foundation Year Course Learning Outcome 3 (UCCLO3)

Can interpret and evaluate relevant information and ideas.

Foundation Year Course Learning Outcome 4 (UCCLO4)

Can describe key academic skills and conventions, appropriate to the level of study, and apply them to your work.

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
3GK012	Preparing for Success at University	UCCLO1, UCCLO3, UCCLO4
3GK013	Project-Based Learning	UCCLO1, UCCLO3, UCCLO4
3GK014	Wolverhampton and its People	UCCLO2, UCCLO4
3HU005	Multiculturalism? Society & Culture in Modern Britain	UCCLO1, UCCLO2, UCCLO3
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:

Students in the course of their studies engage in a mixture of traditional and cutting-edge learning activities. Independent learning takes place through attendance at lectures, contributions to seminars and workshops, and via research on- and off-line. Engaging in independent research demonstrates commitment, self-reliance, self-motivation and enterprise on the part of the student – all key skills in the creative industries. Group learning takes place in a variety of contexts, whether in preparing presentations, discussing topics in workshops and seminars, or producing media content (videos, radio broadcasts, podcasts), and again allows students to develop and refine key collaborative skills, essential for a career in the creative industries.

Studies skills, such as finding, understanding and using academic sources, research skills writing and communication skills are embedded in core modules. Students can obtain additional support from the Learning Centres, which 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.

One to one study skills tutorials are offered by tutors in the Faculty of Arts and can be booked by emailing artstudentstupport@wlv.ac.uk.

Students can expect to encounter a variety of assessment tasks in the course of their studies, including for example essays, oral presentations (working either as individuals or in groups), on-line forum discussions, practical work (such as media content production, podcasting, blogging etc), individual or group projects, library searches and other research tasks.

The nature of assessment, and the level of ability expected of the students, changes with each level of study.

Level 3 modules are taught in small groups and you will encounter a range of assessment and learning activities during your foundation year with us, including: a range of guest speakers, lectures, tutorials, seminars, small group work and one-to-one advice on your own projects. You will be assessed via a variety of written work, presentations, and in-class tasks during the foundation part of your degree with us

Level Four Students will be expected to demonstrate a basic understanding of the subject. Assignments at this level are designed not only to test a student's knowledge of the subject, but also to ensure a basic understanding of key theoretical and methodological issues, and a familiarity with the academic terminology. Assignments at this level are designed to assess a student's basic academic skills, such as the ability to summarise an argument effectively, express ideas clearly and concisely, to find and use appropriate academic sources, etc.

Level Five assignments are designed to allow students the opportunity to demonstrate a more in-depth, detailed understanding of theoretical and methodological issues. In particular students will be assessed on their ability to analyse media and cultural texts, and communication practices. Students will be expected to be able to apply their theoretical knowledge to particular media texts and/or communication practices.

Level Six assignments are designed to assess the student's substantial knowledge of the subject, and also the ability to rigorously apply theories and methodologies in the analysis of media texts and communication practices. At this level, students will be expected to demonstrate a critical engagement with the subject. Furthermore, assessments at this level will test their competence as independent learners. All of the skills, knowledge and competences acquired over the three years of study will be assessed in the final year project

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:

General University support:

[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.

Learning Labs also provide students with academic skills support. 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.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support

Tutorials are available with lecturers and GTAs and can be booked by email, phone, or the university booking system. GTAs also offer drop-in sessions, which will be advertised to students in class and on the website.

Employability in the Curriculum:

There are many opportunities to explore your employment potential if you study with us, including modules that see you go out into the world of work, opportunities to attend events at employability weeks every spring semester and activities and assignments that help you to explore and demonstrate the transferable skills that you have gained; including the production of material that can be taken to interviews/used in application forms to allow you to show potential employers what you can do.

THE UNIVERSITY OF OPPORTUNITY