

Overview

Programme Code	30574
Programme Title	Journalism
Awarding Institution	Liverpool John Moores University
Programme Type	Degree
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Frances Yeoman
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Alternative Exit	Diploma of Higher Education - DHE	Understand and discuss the connections between journalism and the democratic state Develop journalism writing and production skills in the areas of text-based and broadcast journalism and edit newsworthy stories for a variety of platforms Evaluate the relationship between journalists and individuals/institutions through an understanding and analysis of ethics, law and journalistic regulation Demonstrate transferable skills in written and oral communication, IT and research Evaluate and criticise their own original work, the work of peers and of professional journalists Appraise the ethics and practice of engaging with user-generated content in all areas of journalism
Alternative Exit	Certificate of Higher Education - CHE	Demonstrate transferable skills in the areas of written and oral communication. Demonstrate transferable skills in the areas of written and oral communication. Understand the basic theoretical approaches to the study of journalism practices and institutions. Understand the basic theoretical approaches to the study of journalism practices and institutions. Demonstrate basic practical journalistic skills such as writing and reporting. Demonstrate basic practical journalistic skills such as writing and reporting. Describe the legal and ethical parameters within which journalism works. Describe the legal and ethical parameters within which journalism works. Discuss their own original work and the work of peers. Discuss their own original work and the work of peers.
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.

Alternate Award Names

External Benchmarks

Subject Benchmark Statement

UG-Communication, Media, Film and Cultural Studies (2019)

Accreditation

Programme Accredited by

PSRB Name	Type of Accreditation	Valid From Date	Valid To Date	Additional Notes
Broadcast Journalism Training Council (BJTC)	The Broadcast Journalism Training Council (BJTC) works in partnership with all the main employers in the UK broadcast industry. Our primary responsibility is to accredit UK journalism courses within higher education. Our accreditation standards are very much based on direct and practical experience and all accredited courses are very much valued by teachers and students, employers and employees, as they are relevant and responsive to the operational demands of the broadcast industry.			
National Council for the Training of Journalists (NCTJ)	Accredited by the National Council for the Training of Journalists (NCTJ).			

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	3 Years

Aims and Outcomes

Educational Aims of the Programme

To develop an active interest in UK journalism and to guide students towards a critical and historical understanding of the journalism industry. To enable students to situate the study of journalism within the broader debates of media and cultural theory. To facilitate students' understanding and knowledge of journalism practice in the media of text-based and broadcast journalism. To develop students' journalism skills in text-based and broadcast media. To develop the intellectual skills of effective communication and research through media technologies. To promote the development of graduates who are critical independent thinkers, possessing a range of transferable skills; particularly in the areas of team-working, organisational ability and communications. To encourage students to engage with the development of employability skills.

Learning Outcomes

Code	Description
PLO1	Demonstrate an awareness of the economic forces which frame the media and the role of such industries in specific areas of contemporary political and cultural life;
PLO2	Critically evaluate the range of sources and the conceptual frameworks appropriate to research in the chosen area;
PLO3	Engage with new and emerging forms and arguments, drawing upon a variety of professional and academic skills;
PLO4	Produce work which demonstrates the effective manipulation of sound, image and/or the written word with particular regard to writing news reports and features;
PLO5	Utilise a range of research skills; for example research into potential audiences, markets or consumption contexts, as a production tool;
PLO6	Demonstrate operational aspects of media production technologies, systems, techniques and professional practices including accurate notetaking and the use of sources;
PLO7	Manage time, personnel and resources effectively, by drawing on planning and organisational skills;
PLO8	Initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual, sound or other electronic media;
PLO9	Experiment, as appropriate, with conventions, techniques and practices;
PLO10	Work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity;
PLO11	Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or in other forms;
PLO12	Show understanding of the role of technology in terms of media production, access and use;
PLO13	Retrieve and generate information, and evaluate sources, in carrying out independent research;
PLO14	Organise and manage supervised, self-directed projects and work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively;
PLO15	Communicate effectively in inter-personal settings, in writing and in a variety of media;

Code	Description
PLO16	Put to use a range of IT skills from basic competences such as data analysis and word-processing to more complex skills using web-based technology or multimedia;
PLO17	Demonstrate knowledge of the social, cultural and political histories from which different media and communication practices have developed, and of key theories about that development;
PLO18	Show a knowledge of the legal, ethical and regulatory frameworks which affect media and cultural production, circulation, and consumption;
PLO19	Demonstrate an understanding of the student's own creative processes and practice through engagement in one or more production practices;
PLO20	Demonstrate an understanding of the narrative processes and modes of representation at work in media and cultural texts;
PLO21	Demonstrate awareness of contemporary issues relating to journalism's place in modern society, including debates about diversity, equality and representation in the media workforce and its output;
PLO22	Analyse and evaluate their own work and the work of others in a reflexive manner, with reference to academic and/or professional issues, debates and conventions;
PLO23	Conduct various forms of research for essays, projects, journalistic output or dissertations involving sustained independent enquiry;

Programme Structure

Programme Structure Description

The programme is taught and assessed within the Academic Framework. Students must take 120 credits of Journalism modules at each level of the programme (Level 4, Level 5 and Level 6). Each level of the programme should normally be completed in one academic year. Modules are of two types: Core or Option. All Level 4 modules are core. All Level 5 modules are core. At Level 6, students must choose between a dissertation (6031Journ) or Final Project (6042Journ), both of which offer the chance to generate an extended, independently-driven piece of work whether academic or practice-driven. Students will also have the opportunity to select one of four industry-related options at level 6, all of which develop skills in specialist areas as well as verbal and written communication, advanced writing and project work. All students take Journalism Careers (6041) which includes a portfolio of industry engagement. The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module 5040JOURN. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students who started the programme prior to September 2022 will study modules from the previously validated version of the programme.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4043JOURN Understanding Journalism Approved 2022.02 - 20 credit points	
[MODULE] 4044JOURN Introduction to Reporting Approved 2022.01 - 20 credit points	
[MODULE] 4045JOURN Reporting Skills Approved 2022.01 - 20 credit points	
[MODULE] 4046JOURN Essential Law and Ethics Approved 2022.02 - 20 credit points	
[MODULE] 4047JOURN Introduction to Newswriting Approved 2022.01 - 20 credit points	
[MODULE] 4048JOURN Introduction to Broadcast Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 120 credit points	CORE
[MODULE] 5041JOURN Developing Broadcast Skills Approved 2022.01 - 20 credit points	
[MODULE] 5042JOURN Reporting UK Politics Approved 2022.01 - 20 credit points	
[MODULE] 5043JOURN Journalism for a Digital Audience Approved 2022.01 - 20 credit points	
[MODULE] 5044JOURN Multimedia News Production Approved 2022.01 - 20 credit points	
[MODULE] 5045JOURN Journalism Issues Approved 2022.01 - 20 credit points	
[MODULE] 5046JOURN Magazine Journalism Approved 2022.01 - 20 credit points	
Optional placement - 120 credit points	OPTIONAL
Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5040JOURN Study Year Abroad -Journalism Approved 2022.01 - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 60 credit points	CORE
[MODULE] 6040JOURN Advanced Journalism Practice Approved 2022.01 - 40 credit points	
[MODULE] 6041JOURN Journalism Careers Approved 2022.01 - 20 credit points	
Level 6 Optional - 60 credit points	OPTIONAL
[MODULE] 6031JOURN Dissertation Approved 2022.02 - 40 credit points	
[MODULE] 6042JOURN Final Project Approved 2022.01 - 40 credit points	
[MODULE] 6043JOURN Features Journalism Approved 2022.01 - 20 credit points	
[MODULE] 6044JOURN Photojournalism Approved 2022.01 - 20 credit points	
[MODULE] 6045JOURN Public Interest Journalism Approved 2022.01 - 20 credit points	
[MODULE] 6046JOURN Public Relations for Journalists Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Approved variance from Academic Framework Regulations

Variance

The Journalism programme has been allowed variance to run the year-long Advanced Journalism Practice module at 40 credits alongside the 40-credit dissertation. As the 40 credit dissertation/ final project is year-long under AF exception, the variance for Advanced Journalism Practice to run as a 40 credit year-long module has been agreed under PSRB requirements.

Teaching, Learning and Assessment

As Journalism is essentially a degree about communication and the understanding of its impact and significance, all teaching and learning activities will aim to develop these skills. Lectures are used to disseminate knowledge and all aim to involve some element of interactivity. These are backed up by smaller group workshops and seminars for further discussion and active learning. On occasions, learning is taken out of the university and delivered externally, for instance students will be taken to the law courts to learn about court reporting. Varied assessments are used to measure understanding and knowledge, including formal examination, essay writing and presentations. These skills can also be demonstrated both implicitly and explicitly by the production of artefacts such as publications and programmes, either individually or in groups. Portfolios consisting of both practical work and a reflection on that work are used to promote critical analysis and deep learning. Journalism students are encouraged to engage in both secondary and primary research, often speaking to experts in the field as well as reading their work. The idea of actively learning about a constantly-changing media landscape is a powerful and immersive one that provides a 360-degree view of any issue and encourages critical thought. Nevertheless the formal lecture/workshop and discussion model is also important here, particularly in the early stages of knowledge acquisition and analysis. Again, the Journalism programme melds both practical and theoretical assessment to promote deep learning and avoid the concept of the classroom “silo”, in which modules and content are studied in isolation. As many of these intellectual skills develop in tandem with understanding and knowledge, a wide range of assessments is used, from examinations in law and politics (professional body requirements) to researching and writing a magazine feature about employability in the media. The dissertation/final project allows detailed research, evaluation, analysis and criticism at Level 6. Most professional practical skills are taught within a simulated newsroom environment, be that of a broadcast station, website or newspaper/magazine. At Level 4 these are workshop-based and tutor-led, aimed at developing basic skills, but as level 5 and 6 progress students take on much more responsibility for content and output, involving them in actively generating ideas, creating content and managing projects. Main assessments involve the production of artefacts such as publications and programmes, either individually or in groups. Portfolios consisting of both practical work and a reflection on that work are used to promote analysis of professional performance and issues. Time-constrained class tests are also used to measure aspects of professional practice. Again, the newsroom simulation is of use here, as are the more conventional learning methods and the group work. The production of original multimedia material for the programme’s platforms allows students to experiment in a safe environment with tutor guidance while learning about the constraints and challenges of live working. Group work, while not always formally assessed, gives students experience of communicating and negotiating while developing interpersonal skills. Research projects, news days, presentations and the production of artefacts are the most relevant modes of assessment, although transferable skills are intertwined with assessment at all stages of the programme. In addition to university assessments, students will have the opportunity to sit professional NCTJ exams and obtain their NCTJ diploma during their studies.

Opportunities for work related learning

The Journalism programme is firmly embedded in industry practice and developments, and work-related learning is at the heart of the student experience. Students operate as trainee journalists, operating in realistic newsroom scenarios as teams working to deadlines to produce digital, television and radio content including live bulletins. Industry professionals are brought in as guest editors to provide feedback on this work to complement that given by lecturers. As part of this work-related learning approach, we run live, public-facing news and sports websites (merseynewslive.com and merseysportlive.com) and associated social media channels, which provide students with the opportunity to operate as trainee reporters publishing multimedia content for wider consumption. Students are encouraged to make contact with journalism outlets and ask for work placements at the beginning of the course. Between the end of Level 5 and the end of Level 6 they are expected to do at least three weeks of placements or comparable work-based learning and the department has a number of long-standing arrangements with the BBC and Reach (parent company of the Liverpool Echo) among others. We prefer students to set up placement work for themselves as this involves them in researching media in their chosen area, contacting the newspaper or radio station and using their skills of negotiation to arrange a work placement. The planning of the placement involves them in the employability skills of negotiation, planning, organisation and interpersonal communication. However, departmental staff offer support and make use of our extensive industry contacts as needed to ensure that as many students as possible secure valuable placements. The work placement coordinator agrees and monitors the placements and, along with the Screen School Student Development co-ordinator, ensures the placement programme complies with the LJMU Placement Learning Code of Practice. In addition, elements of study designed to assist students to learn about themselves and develop their employment skills are spread throughout the programme. Students are encouraged to apply for additional work-based learning opportunities as they arise. Recent examples include undergraduate involvement in creating a digital based memorial in close partnership with the Police Memorial Trust, and paid work with Sky News covering general election counts.

Entry Requirements

Type	Description
A levels	112 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.
BTECs	112 UCAS Tariff points.
Other international requirements	International applications will be considered in line with UK qualifications Any applicant whose first language is not English will be required to have IELTS 7.5 (minimum 7.5 in each component) or acceptable equivalent.
Alternative qualifications considered	Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: <ul style="list-style-type: none"> • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number
International Baccalaureate	26 IB points

Extra Entry Requirements