



UNDERGRADUATE PROGRAMME SPECIFICATION

Programme Title:	BA [Hons] Journalism
Awarding Body:	Staffordshire University
Teaching Institution:	Staffordshire University
Final Awards:	BA [Hons] Journalism
Intermediate Awards:	BA; Dip HE; Cert HE Journalism
Mode of Study:	3-year or 2-year fast-track
UCAS Codes:	P500
QAA Subject Benchmarks:	Communication, Media, Film and Cultural Studies [2008]
JACS Code:	P500
Professional/Statutory Body:	NCTJ
Entry Year:	2016-17

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contact us.**

EDUCATIONAL AIMS OF THE PROGRAMME

1. To provide an understanding of journalism in relation to both theory and practical skills, and in relation to traditional and new industry practices.
2. To offer the opportunity and encouragement to undertake the NCTJ diploma in journalism professional qualifications.
3. To facilitate independence of study by introducing established techniques of journalistic and academic enquiry.
4. To encourage independent judgements on journalistic practice by developing critical evaluation of current research and assumptions in the study of journalism.
5. To acquire a critical understanding of journalism through an informed, analytical and creative approach to professional practice, and to encourage and develop a sense of social consciousness and an ethical practice and responsibility to your own work.
6. To provide opportunities to write extended pieces of journalism or related research dissertations under supervision.
7. To provide the opportunity to gain professional experience of journalism through work placements within the industry or related industries [such as public relations and press offices].
8. To provide the employability skills required for working in all areas of journalism [including magazines, newspapers, online publications] and the transferable skills [within both the theoretical and practical frameworks of journalistic enquiry] for employment in other areas of work.
9. To provide the necessary skills to equip you with the ability to pursue life-long learning.

What is distinctive about this programme?

- An award to run alongside some of the top courses in the country as rated by accrediting bodies National Council for the Training of Journalists [NCTJ] and Broadcast Journalism Training Council [BJTC].
- The collective, varied experience and knowledge of a highly qualified delivery team from the media world.
- The award has "convergence" at its core so you are learning multi-media digital skills suitable for today's journalism industry.
- An award which allows you to gain an honours degree and NCTJ diploma, offering opportunity to fast-track into the industry in two years or to study and gain experience over the more traditional three-year period.
- A hands-on, real-world focus throughout maintained by specialist lecturers for every aspect of the programme, work placements and real-world project briefs set by media professionals.
- A dedicated news site StaffsLive enables you to publish to a real audience and build an electronic portfolio of work.
- The opportunity to work with a team of experienced lecturers who are all still practising in the industry.
- An outstanding employability record with many former journalism graduates now working in mainstream and niche journalism and media organisations.
- The opportunity to forge strong links with employers in the industry through work placements and internships, enhancing employability on completion of the course
- Three-year degree provides a 'step-off' point for fast-track students who wish to study over longer period, and vice versa for those who begin the three-year but feel, in negotiation with tutors, that fast-track is a more beneficial route

The Staffordshire Graduate - Journalism

The BA degrees in Journalism aim to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work.

- Across all levels of the degrees and across all Journalism modules, we aim to provide our graduates with ***discipline expertise***. We instil a critical knowledge of the discipline that is underpinned by the experience, research and scholarship of the academic staff and which strives to reflect the key issues that affect the world in which we live.
- As part of our commitment to ensuring that Journalism graduates demonstrate ***professionalism***, we aim to produce graduates who are equipped to enter the world of work and possess an ethical and ***enterprising*** focus by nature. We use tutorial modules, practical work, field work, dissertations [or work-place projects] and professional practice, to develop and refine the transferable skills [and the confidence and proficiencies that such skills endow] that create graduates with the abilities that employers seek. Journalists who are enterprising are not only innovative in how they think and conduct their work, but are creative in seeking solutions based on the knowledge and skills that the curricula impart.
- In order to capitalize on the knowledge and understanding that the degrees aim to develop, ***effective communication*** and an ability to work in teams and with diverse stakeholders, are seen as essential attributes of our graduates. The development of communication, ***presentation*** and ***team working*** skills lie at the heart of the Journalism degree and are nurtured from first principles to a high level of proficiency in many of the thematic modules and, especially, through tutorial programmes, field work and the work placement or professional practice modules.
- Employers also value ***Independence of thought*** and a ***creative*** ability to find solutions. The degree in Journalism enables students to take ownership of their learning – whether individually or in groups – and encourages independence of thought and ***problem-solving*** across a spectrum of activities: in the conduct of a research dissertation or a work-place project; in student-led investigative field projects; in critical reading and writing in thematic modules; or in tutorial discussions and presentations.
- These are essential attributes of the ***critical, reflective*** and ***life-long learners*** that Staffordshire graduates are expected to become. Throughout the three years of the degree, students are encouraged to develop their understanding through critical reflection; to question different views and perspectives and to use both their generic and specialist skills [including journalistic ***digital technologies***] to recognize and resolve problems.
- Increasingly those problems are set in a global context and globalisation and ***global citizenship*** are central to the way that journalists look at the world. The majority of the thematic modules that structure these awards explore understandings of how global systems work; how those systems impact upon individuals; and how graduate journalists can work professionally to manage global issues.

PROGRAMME OUTCOMES

What will this programme teach me to do?

At the end of your studies you should be able to:

Knowledge & Understanding

Demonstrate a systematic understanding and coherent and detailed knowledge of the key aspects of journalism, including new developments in journalistic practice such as convergent journalism and a systematic understanding of relevant theoretical concepts concerning news production and the regulatory framework of journalism

[QAASBS 4.1-5, 5.4-6, 6.1, 8.1-2]

Learning

Demonstrate an understanding of the uncertainty, ambiguity and limits of journalistic knowledge, and the ability to continue to learn and develop skills independently, through the selection and application of appropriate practical, critical and theoretical methodologies [QAASBS 4.1-5, 5.2-6, 6.1, 8.1-2]

Enquiry

Carry out secondary and primary research for articles, projects, presentations, essays and dissertations, involving sustained, self-managed enquiry

[QAASBS 4.1-5, 5.2-6, 6.1, 8.1-2]

Analysis

Analyse current journalistic research and debates and critically evaluate arguments, assumptions, concepts and data to make reasoned judgements and apply them appropriately to the interpretation, critical analysis and evaluation of a story or source's accuracy and relevance

[QAASBS 4.1-5, 5.2-6, 6.1, 8.1-2]

Problem Solving

Develop appropriate questions to achieve a solution or solutions to a problem, use decision making in complex and unpredictable contexts and circumstances, and plan and manage individual and group-based, creative, research and production projects to a given brief, deliver them to deadline and evaluate the effectiveness of the processes employed

[QAASBS 4.1-5, 5.2-5, 6.1, 7.1-7, 8.1-2]

Communication

Demonstrate a sophisticated grasp of communication techniques to hone journalistic content for both specialist and non-specialist audiences via the media

[QAASBS 4.1-5, 5.2-6, 6.1, 8.1-2]

Application

Apply methods, theories and techniques learned to review, consolidate and extend, and apply their journalistic knowledge and understanding to devise and sustain arguments using the appropriate research techniques and methodology

[QAASBS 4.1-5, 5.2-5, 6.1, 8.1-2]

Reflection

Critically evaluate your own work and personal development, with reference to professional media practices and the academic debates that surround them and demonstrate transferable skills necessary for other employment or further training and/or postgraduate research [QAASBS 4.1-5, 5.2-6, 6.1, 7.1-7, 8.1-2]

These learning outcomes have been informed by the 2008 QAA Communication, Media, Film and Cultural Studies Subject Bench Marking Statement.

PROGRAMME STRUCTURE, MODULES AND CREDITS

L E V E L 4	Teaching Block 1	CORE JOUR40304 Journalism in Practice	CORE JOUR40600 Writing for....	CORE JOUR40612 Shorthand	CORE JOUR40601 Introduction to Media Law	
	Teaching Block 2	[To include basic video, audio and stills photography skills]	[Seminars within specialisms]		[15]	
		[30]	[30]	[15]	CORE JOUR40602 Journalism Studies	CORE JOUR40625 NCTJ Law
					[15]	[15]
L E V E L 5	Teaching Block 1	CONDITIONAL CORE JOUR50321 Production Journalism	CORE JOUR50606 Journalism in Practice 2	CORE JOUR50629 Reporting Courts and Governments	CORE JOUR50605 The British Media: Behind the Headlines	
	Teaching Block 2	Or JOUR50649 Magazine Journalism			[15]	
		[30]	[30]	[30]	OPTION	
					[15]	
L E V E L 6	Teaching Block 1	CORE JOUR60628 Journalism Project	CORE JOUR60457 Work Placement and Career Development	CORE JOUR60619 StaffsLive Newsdays	OPTION	
	Teaching Block 2		[Starts Semester 2 of L5]			
		[30]	[30]	[45]	[15]	

Options

LEVEL 5					
Teaching Block 1		Cats	Teaching Block 2		Cats
JOUR50357	Sportswriting in the Cross-Media Market	15	JOUR50358	Sports Features and Creative Content	15
JOUR50609	Screening Journalism	15	JOUR50433	Magazine Design, Development and Production <i>[can't take if studying Magazine Journalism JOUR50649]</i>	15
JOUR50639	Future Journalism 1	15	JOUR50640	Future Journalism 2	15
JOUR50436	PR Operations	15	JOUR50634	Production Journalism 2 <i>[can't take if studying Production Journalism JOUR50321]</i>	15
PHOT50658	Writing to Pictures	15	HIPO50501	Conflict and Journalism	15
JOUR50338	Magazine Writing and Business Practices <i>[can't take if studying Magazine Journalism JOUR50649]</i>	15			
JOUR50614	Production Journalism 1 <i>[can't take if studying Production Journalism JOUR50321]</i>	15			

LEVEL 6					
Teaching Block 1		Cats	Teaching Block 2		Cats
JOUR60472	Screening Journalism <i>[cannot be studied if level 5 version taken]</i>	15	JOUR60642	Future Journalism 2 <i>[cannot be studied if level 5 version taken]</i>	15
JOUR60641	Future Journalism 1 <i>[cannot be studied if level 5 version taken]</i>	15	JOUR60631	Magazine Design, Development and Production <i>[cannot be studied if level 5 version taken]</i>	15
PHOT60115	Writing To Pictures <i>[cannot be studied if level 5 version taken]</i>	15	HIPO60351	Conflict and Journalism <i>[cannot be studied if level 5 version taken]</i>	15
JOUR50338	Magazine Writing & Business Practices <i>[cannot be studied if level 5 version taken]</i>	15	JOUR60654	Sports Features & Creative Content <i>[cannot be studied if level 5 version taken]</i>	15

FAST-TRACK

L E V E L 4	Y E A R 1	Teaching Block 1	CORE JOUR40304 Journalism in Practice	CORE JOUR40600 Writing for....	CORE JOUR40612 Shorthand	CORE JOUR40601 Introduction to Media Law	
		Teaching Block 2	[To include basic video, audio and stills photography skills] [30]	[Seminars within specialisms] [30]	[15]	CORE JOUR40602 Journalism Studies [15]	CORE JOUR40625 NCTJ Law [15]
L E V E L 5	Y E A R 2	Teaching Block 3 [Summer]	CORE JOUR50652 Work Placement and Career Development	CORE JOUR50606 Journalism in Practice 2	CORE JOUR50629 Reporting Courts and Government		
		Teaching Block 4 [Autumn]	[30]	[30]	[30]	CORE JOUR50605 The British Media: Behind the Headlines [15]	CONDITIONAL CORE JOUR50614 Production Journalism 1 OR JOUR50338 Magazine Writing & Business Practices [15]
L E V E L 6		Teaching Block 5 [Spring]	CORE JOUR60385 Journalism Project	CORE JOUR60653 Work Internship	CONDITIONAL CORE JOUR60630 Production Journalism 2 OR JOUR60631 Magazine Design, Development & Production	OPTION	
		Teaching Block 6 [Summer]	[45]	[45]	[15]	[15]	

Options

LEVEL 6 [15 credits]	
JOUR60630	Production Journalism 2 [if not taken as Conditional Core]
JOUR60631	Magazine Design, Development and Production [if not taken as conditional core]
JOUR60654	Sports Features and Creative Content
JOUR60642	Future Journalism 2
JOUR60469	Understanding Photojournalism

HOW WILL I BE TAUGHT AND ASSESSED?

Teaching and Learning

Teaching methods are carefully selected and employed to provide you with appropriate means to engage successfully with the syllabus of each module and to draw out the fullest possible range of appropriate methods by which you can learn across the award. Total weekly class attendance time will vary according to the module being taught and in which study block. For example, Level 4 will require regular class-time across the whole range of modules, some requiring more contact/seminar time than others such as Shorthand. There will be approximately 15-17 hour of contact time in each of these semesters.

In Level 5, fast-track students will undergo an intensive week of TI/training for Journalism in Practice 2 [approx. 25-30 hours] while other modules are a professional placement and reporting courts & councils project which you will carry out after initial tutorials and briefings.

In Level 5 autumn term [Sept-Dec], contact with fast-track students will return to the regular pattern alongside returning 3-year degree students with weekly sessions in a range of modules including Production Journalism, Reporting Courts and Councils etc.

These will continue for 3-year degree students in semester 2 of Level 5 [Jan-May], while fast-track students will be engaged in Level 6 teaching block 1, when time will reduce and there will be more focus on tutorial and one-to-one supervision with project work, Staffslive internship etc. There will be some contact time with 15 credits of options at Level 6 for fast-track students.

The modules over the summer semesters for fast-track students will involve independent learning. This means your attendance will only be required for one or two weeks maximum. The remainder of those modules will be delivered online, via Blackboard VLE, email and other specified social network sites. These sites will be closely monitored by module tutors and you will be encouraged and expected to play a full and active role in engagement, particularly in the areas of discussion, reflection and peer-to-peer feedback. Submissions for modules such as Journalism Project, Work Placement and Reporting Courts & Councils will be available to be made via Blackboard and/or online assessment.

You should also realise that two to three hours of independent study will be the norm for every hour spent in class. In terms of blended learning, the two hours per week which a module tutor will spend online in a formal arrangement will be supplemented by the same ratio of independent study for students.

Level 5 on the fast-track award includes a Work Placement. You should factor in a minimum of 120 hours for workplace attendance at Level 5. The StaffsLive Internship at Level 6 will be a minimum of 240 hours in the summer semester.

Level 6 also includes a 45-credit Journalism Project, which is a major commitment to self-directed supervised study.

For 3-year degree students, Level 5 will engage students in similar modules, which will prepare them for Level 6 core modules including the Work Placement/Career Development, StaffsLive and Project which require an independent focus, organisational skills and one-to-one supervision and tutorial work.

A strong theoretical thread will run through all three levels of the award, with the emphasis on analysis and reflective evaluation. This will enable students to become more rounded practitioners on completion of the course, with an awareness of social, cultural and political issues impacting on how the news media work. This begins with level 4 module Journalism Studies, supported by elements of Media Law and Public Affairs, and then enhanced in Level 5 with British Media.

A number of practise-based modules also encourage students to be reflective in evaluative reports, continuing the theoretical thread and rigour of the award, including modules such as Work Placement & Career Development, and Reporting Courts & Councils. This informs and leads students into their key Level 6 modules Journalism Project, StaffsLive Work Internship, in which they will also engage in reflective analysis of their experiences.

Lectures, seminars, tutorials, workshops, use of Blackboard, use of StaffsLive, use of Social Network sites, live feedback programmes such as CoveritLive, the web and library resources, work placements, meeting project briefs, directed and self-directed research combine to provide you with opportunities to learn and demonstrate your learning in different ways.

The emphasis throughout is on student engagement, a continuous dialogue with texts, techniques and tutors. For example, Q&A will be a feature of every lecture, seminar and workshop – both in-class and online - discussion will be encouraged, enquiry championed, revision, reflection and refinement embedded as regular practice leading to best-practice habits.

Referrals And Step-Off

The 2-year fast-track is closely aligned to the 3-year degree. This provides a step-off point for students who are struggling to cope or are failing modules on the fast-track course. Due to the nature of its study pattern, it is essential students complete and pass all modules at their first attempt as there is no time to complete referrals before progressing to the next level.

Therefore, any students trailing credits at the end of Level 4 will be required to switch to the 3-year degree at the end of teaching block 2. As both courses offer the same modules in Level 4, this will allow students to complete referrals on the 3-year in those modules they have failed. After Level 4, tutors will monitor student progression closely on the fast-track, and if appropriate students may be advised to switch to the 3-year degree at suitable points to ensure they can continue and pass referral opportunities.

Recognition of Prior Learning [RPL]

Students may be considered for Recognition of Prior Learning [RPL]; this is when a student uses his or her previous experiences to gain admission to a programme of study; admission to a module; admission at an intermediate stage in a programme [advanced standing]; or to gain exemption from part of a programme of study. These previous experiences may be work-based learning, general learning experiences [experiential] or certificated qualifications.

You should normally apply for exemptions or admission with advanced standing through the RPL scheme when you apply for a place on the award, or immediately upon registration for your modules. You will not be allowed to apply for RPL in a module once you have submitted any assessment for that module. If you apply for exemptions or admission with advanced standing through the RPL scheme you may be required to undergo some assessment to determine the relevance of your experiences/qualifications.

Staffordshire University's RPL scheme can be accessed at:

[http://www.staffs.ac.uk/assets/Recognition%20of%20Prior%20Learning%20Scheme%20V2%20\[2\]_tcm44-79321.pdf](http://www.staffs.ac.uk/assets/Recognition%20of%20Prior%20Learning%20Scheme%20V2%20[2]_tcm44-79321.pdf)

Assessment

The wide range of knowledge, skills and techniques demanded in the journalism industry today – in writing, broadcasting and online - requires a sophisticated set of assessments to measure practical and cognitive performance. This will include written, audio and audio-visual material for print, websites and other digital media, reports, presentations, research logs and dossiers, a portfolio of performance in placements, class tests, timed exercises and projects.

Academic essays allow tutors to gauge your ability to independently research and then analyse, assess and present that information in a coherent and detached [i.e., academic] manner. Writing news and feature stories for formal assessment tests your progress towards the appropriate

professional standards. Unseen examinations help prepare you for your unseen NCTJ Law examinations [if you wish to take this route]. Group oral seminar assessments encourage you to work collaboratively with your colleagues and develop your communication skills. Portfolios of work [including the production of magazines, photojournalism and newspaper page layouts] encourage group working and allow tutors to assess your progress towards appropriate professional standards. The editor's report on your work placement assesses your performance as a sports journalist in a working newsroom [or similar environment].

Work Placement [part of *Career Development* module] is an essential part of the course. You will be expected to initiate your own placements but will be supported by tutors who will be available to provide advice and contacts to help you complete 120 hours

ADDITIONAL INFORMATION

Entry Requirements [including IELTS score]

This is a rigorous, intensive practical and theoretical award, for which professional accreditation from the National Council for the Training of Journalists is expected, which requires a detailed and rigorous selection process to ensure the right students are recruited.

Applicants, who will be students or mature students, will apply at the first stage of recruitment through the standard UCAS application system. For details of UCAS tariff points please see the current online prospectus at: <http://www.staffs.ac.uk/undergraduate/>

All applicants who pass the initial UCAS application process will be required to:

- 1. Attend an interview**
- 2. Complete a series of admissions exercises [accredited by the National Council for the Training of Journalists]**

These will enable course leaders to assess suitability for this degree. These tests will assess use of English and current affairs knowledge where applicable.

The recruiting team will also be looking at endeavour and attitude of applicants, in terms of experience already gained, work already published, and strong personal statements which show clear passion and drive to work in the industry.

For international students, a minimum overall IELTS score of 7.5 is required, as well as an interview and written assessment [delivered online where applicable] to assess candidate suitability.

Disability Statement

Staffordshire University operates a policy of inclusive teaching and learning to ensure that all students have an equal opportunity to fulfil their educational potential. Details about how to apply to have your needs assessed can be found at:

http://www.staffs.ac.uk/study_here/disabled_students/index.jsp

AWARD SPECIFIC INFORMATION

Most modules on the BA [Hons] Journalism award are core modules. The only exception is one 15-cred option at both Level 5 and Level 6 on the 3-year pattern, and a 15-cred option at Level 6 in the fast-track. These will enable you to choose options related to NCTJ optional qualifications such as Magazine Journalism or Sports Journalism. This will help prepare you to complete a seventh [optional] element of the NCTJ diploma if you have not done so already, with Production and Sports Journalism the most popular choices.

There are no general options.

Your award leader will provide you with a thorough briefing on your core modules.

Outline descriptions of modules can also be accessed online via the Staffordshire University website <http://www.staffs.ac.uk/current/student/modules/>

Module leaders will provide detailed module handbooks and supplementary information at the start of each module. These will be available as hard copies, and can also be accessed via Blackboard.

The Staffordshire Graduate

Characteristic, Award Module[s] including level and number of credits, Method of Assessment:

Work-ready and employable

Work Placement + Career Development

[L5 or L6-30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Journalism in Practice 2

[L5-30 credits] Portfolio of multi-media work from Staffslive newsdays + reflective evaluation

Work Internship

[L6-45 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

Reporting Courts and Government

[L5-30 credits] Portfolio of work for Staffslive and/or other media outlets + class test + reflective evaluation

Understanding of enterprise and entrepreneurship

Work Placement + Career Development

[L5 or L6-30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Work Internship

[L6-45 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

Journalism Studies

[L4-15 credits] Academic essay, 2,000-2,500 words

British Media: Behind the Headlines

[L5-15 credits] Academic essay, 2,500-3,000 words

Introduction to Media Law

[L4-15 credits] Class and online tests

Communication skills

Writing for News

[L4-30 credits] Portfolio of timed written assessments, features and Shorthand tests

Journalism in Practice

[L4-30 credits] Portfolio of multi-media, online news and feature content to publishable standard

Journalism in Practice 2

[L5-30 credits] Portfolio of multi-media work from Staffslive newsdays + reflective evaluation

Work Placement + Career Development

[L5 or L6 -30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Reporting Courts and Government

[L5-30 credits] Portfolio of work for Staffslive and/or other media outlets + class test + reflective evaluation

Journalism project

[L6- 30 or 45 credits] Independently researched, produced and presented body of journalistic or academic content

Work Internship

[L6-45 credits – fast track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

Presentation skills

Work Placement + Career Development

[L5 or L6 –30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Production Journalism or Magazine Journalism

[L5-15 or 30 credits] Portfolio of technical design work, class test and evaluation Journalism project

[L6-30 or 45 credits] Independently researched, produced and presented body of journalistic or academic content

Work Internship

[L6-45 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

The ability to interact confidently with colleagues

Journalism in Practice 2

[L5-30 credits] Portfolio of multi-media work from Staffslive newsdays + reflective evaluation

Work Placement + Career Development

[L5 or L6 - 30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Work Internship

[L6-45 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

Independence of thought

Journalism Project

[L6-30 or 45 credits] Independently researched, produced and presented body of journalistic or academic content

Work Internship

[L6- 5 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

Reporting Courts and Government

[L5-30 credits] Portfolio of work for Staffslive and/or other media outlets + class test + reflective evaluation

Production or Magazine Journalism

[L5-15 or 30 credits] Portfolio of technical design work, class test and evaluation

Skills of team-working

Journalism in Practice 2

[L5-30 credits] Portfolio of multi-media work from Staffslive newsdays + reflective evaluation

Work Placement + Career Development

[L5 or L6 -30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Work Internship

[L6-45 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

Journalism in Practice

[L4-30 credits] Portfolio of multi-media, online news and feature content to publishable standard

Ability to carry out inquiry-based learning and critical analysis

Journalism Studies [L4-15 credits] Academic essay, 2,000-2,500 words

British Media: Behind the Headlines

[L5-15 credits] Academic essay, 2,500-3,000 words

Journalism Project

[L6-30 or 45 credits] Independently researched, produced and presented body of journalistic or academic content

Skills of problem solving and creation of opportunities

Journalism in Practice 2

[L5-30 credits] Portfolio of multi-media work from Staffslive newssdays + reflective evaluation
Reporting Courts and Government

[L5-30 credits] Portfolio of work for Staffslive and/or other media outlets + class test + reflective evaluation

Work Placement + Career Development

[L5 or L6 -30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Work Internship

[L6-45 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment

Journalism Project

[L6-30 or 45 credits] Independently researched, produced and presented body of journalistic or academic content

Technologically, digitally and information literate

Journalism in Practice

[L4-30 credits] Portfolio of multi-media, online news and feature content to publishable standard

Journalism in Practice 2

[L5-30 credits] Portfolio of multi-media work from Staffslive newssdays + reflective evaluation
Reporting Courts and Government

[L5-30 credits] Portfolio of work for Staffslive and/or other media outlets + class test + reflective evaluation

Production Journalism or Magazine Journalism

[L5-15 or 30 credits] Portfolio of technical design work, class test and evaluation

Able to apply Staffordshire Graduate attributes to a range of life experiences to facilitate life-long learning

Writing for News

[L4-30 credits] Portfolio of timed written assessments, features and Shorthand tests
Reporting Courts and Government

[L5-30 credits] Portfolio of work for Staffslive and/or other media outlets + class test + reflective evaluation

Journalism in Practice

[L4-30 credits] Portfolio of multi-media, online news and feature content to publishable standard

Journalism in Practice 2

[L5-30 credits] Portfolio of multi-media work from Staffslive newssdays + reflective evaluation

Work Placement + Career Development

[L5 or L6 -30 credits] Placement portfolio [cuttings and employer's report] and career portfolio [CV, individual report]

Work Internship

[L6-45 credits – fast-track only] Large portfolio of professional NCTJ-standard work, individual evaluation/report and employer's assessment