



## **UNDERGRADUATE PROGRAMME SPECIFICATION**

<b>Programme Title:</b>	<b>Music Journalism and Broadcasting</b>
<b>Awarding Body:</b>	<b>Staffordshire University</b>
<b>Final Awards:</b>	<b>BA (Hons) Music Journalism and Broadcasting</b>
<b>Teaching Institution:</b>	<b>Staffordshire University</b>
<b>Intermediate Awards:</b>	<b>BA Music Journalism and Broadcasting Diploma in Higher Education Certificate in Higher Education</b>
<b>Mode of Study</b>	<b>Full-time (three years) Part-time (up to six years)</b>
<b>UCAS Codes:</b>	<b>PJ59</b>
<b>QAA Subject Benchmarks:</b>	<b>Communication, media, film and cultural studies (2008)</b>
<b>Date of Production:</b>	<b>April 2006</b>
<b>Date of Revision:</b>	<b>March 2010</b>



## EDUCATIONAL AIMS OF THE PROGRAMME

Graduates of this programme will have:

- a creative and critical knowledge and understanding of music journalism and broadcasting through theoretical and practical elements of study
- a range of journalism and broadcast production skills to produce journalism and broadcast material to trade standards
- a flexible balance of communication skills, practical, intellectual and personal, to enable further study and a wide range of employment in music journalism and broadcasting, allied trades such as PR and other careers
- analytical tools to encourage independent study and judgement to explore models of how products are created, used and understood by consumers
- opportunities to produce extended pieces of journalism, broadcast material and research dissertations under supervision
- exposure to professional experience through work placement and guest lectures
- employability skills for work in journalism and broadcasting generally and the transferable skills for other employment
- encouragement to pursue life-long learning

### **Distinctive features of this programme**

- Industry-standard resources and a committed lecturing team with media industry and academic credentials.
- A hands-on, real-world focus including work placements and opportunities to present programmes on the campus radio station.
- A track record of graduates now working in music journalism, broadcasting, PR and artist representation.

## PROGRAMME OUTCOMES

What will this programme teach me to do?

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

<b>Knowledge &amp; Understanding</b> Demonstrate advanced, contextual grasp of professional and/or theoretical perspectives. QAASBS 4.1-5, 5.2-5.6, 6.1, 8.1-2 Know and understand the range of relevant career options available and what employers expect. QAASBS 4.1, 4.3, 5.2-5.5, 6.1, 8.1-2
<b>Learning</b> Developed the ability to think laterally and creatively to exploit the full potential of ideas and markets. QAASBS 4.1-5, 5.2-5.5, 6.1, 8.1-2
<b>Enquiry</b> Present, evaluate and interpret qualitative and/or quantitative data in appropriate formats. QAASBS 4.3, 5.2-5.5, 6.1, 8.1-2
<b>Analysis</b> Analyse and address personal strengths and weaknesses in concert with researching career opportunities for effective application to and engagement with the industry. QAASBS 4.1-5, 5.2-5.6, 6.1, 8.1-2 Evaluate and interpret practical and/or theoretical concepts and principles relating to journalism. QAASBS 4.1-5, 5.2-5.6, 6.1, 8.1-2
<b>Problem Solving</b> Evaluate and select appropriate approaches, skills and techniques to realise the project/dissertation. QAASBS 4.1-5, 5.2-5.6, 6.1, 8.1-2
<b>Communication</b> Apply industry standard techniques and skills to produce appropriate samples of self-originated content for a specific type of employer. QAASBS 4.1, 4.3-4, 5.2-5.5, 6.1, 8.1-2 Communicate the results of research/study/work with appropriate tone, style and content. QAASBS 4.3-4, 5.2-5.5, 6.1, 8.1-2
<b>Application</b> Apply industry standard techniques and skills to produce appropriate samples of self-originated content for a specific type of employer. QAASBS 4.3-4, 5.2-5.5, 6.1, 8.1-2 Show evidence of extending skills in a time-constrained, self-managed environment. QAASBS 4.3, 5.2-5.5, 6.1, 8.1-2
<b>Reflection</b> Analyse and address personal strengths and weaknesses in concert with researching career opportunities for effective application to and engagement with the industry. QAASBS 4.3, 5.2-5.5, 6.1, 8.1-2 Demonstrate a range of qualities and skills pertinent to journalism and/or academic endeavour which are also transferable to other domains and disciplines. QAASBS 4.3, 5.2-5.6, 6.1, 8.1-2

These learning outcomes, and the appended QAASBS (QAA subject benchmarking statement) citations with relevant numerical reference, have been informed by the QAA subject benchmarking statement for honours degree courses in communication, media, film and cultural studies (2008). Web link to the full QAA document:

<http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/CMF08.pdf>

## PROGRAMME STRUCTURE, MODULES AND CREDITS

Potential award = Cert HE (120 credits passed with at least 90 at L4)

<b>L E V E L  C  (4)</b>	Teaching Block 1	CORE AM75062-4 Theory and Practice 1  (15)	CORE AM75429-4 Live Studio 1  (15)	CORE AM75427-4 Elements of Broadcasting: An Introduction to TV & Radio  (15)	CORE AM75067-4 Law for Journalists 1	
	Teaching Block 2	CORE AM75064-4 Theory and Practice 2  (15)	CORE AM75423-4 Live Studio 2  (15)	CORE AM75138-4 Thinking Journalism  (15)	(15)	GENERAL OPTION OR AWARD SPECIFIC OPTION  (15)

(To progress to Level 5(I) at least 90 credits with at least 75 L4 award specific credits must be passed)

Potential award = DipHE (240 credits passed with at least 90 at each of L4 and L5)

<b>L E V E L  I  (5)</b>	Teaching Block 1	CORE AM75184-5 Web-Based Journalism  (15)	CORE AM75061-5 Review and Lifestyle Journalism: Practices and Markets  (15)	CORE AM75082-5 Live Radio Presentation  (15)	GENERAL OPTION - in either teaching block  (15)
	Teaching Block 2	CORE AM75059-5 Magazine Writing and Creative Content  (15)	CORE AM75081-5 Work Placement  (15)	CORE AM75083-5 Music Industries in the 21 <sup>st</sup> Century  (15)	AWARD SPECIFIC OPTION - in either teaching block  (15)
	Teaching Block 3				

(To progress to Level 6 at least 210 credits including all required award specific Level 4 credits and at least 75 award specific Level 5 credits must be passed)

Potential award = Honours Degree (360 credits passed with at least 90 at each of L4, L5 and L6)

<b>L E V E L  H  (6)</b>	Teaching Block 1	CONDITIONAL CORE AM75089-6 Music Station Project or  AM75036-6 Radio Feature Project Or AM75010-6 Video Documentary Project or AM75087-6 Media Development Project  (45)		CORE AM75196-6 Career Development  (15)	CORE AM75075-6 Journalism Project  (30)	AWARD SPECIFIC OPTION - in either teaching block  (15)
	Teaching Block 2					GENERAL OPTION - in either teaching Block  (15)

\*Students can chose to take an Award Specific Option in place of a General Option.

## Award Specific Options – MUSIC JOURNALISM AND BROADCASTING

<b>LEVEL C (4)</b>					
<b>Teaching Block 1</b>		<b>Cats</b>	<b>Teaching Block 2</b>		<b>Cats</b>
<b>AM75080-4</b>	Shorthand		(runs across both semesters)		<b>15</b>
<b>AM75007-4</b>	Mass Media to Multimedia	<b>15</b>	<b>AM75007-4</b>	Mass Media to Multimedia	<b>15</b>
<b>AM75055-4</b>	The British Press	<b>15</b>	<b>AM75190-4</b>	Rights, Rules and Reality: Broadcasting and Regulation	<b>15</b>
<b>AM75139-4</b>	An Introduction to Media Practices	<b>15</b>	<b>AM75269-4</b>	Story R&D	<b>15</b>

<b>LEVEL I (5)</b>					
<b>Teaching Block 1</b>		<b>Cats</b>	<b>Teaching Block 2</b>		<b>Cats</b>
<b>AM25320-5</b>	Broadcast Journalism and Government	<b>15</b>	<b>AM75000-5</b>	Audiences, Consumption and Technology 1	<b>15</b>
<b>AM75026-5</b>	Commissioning and Freelancing	<b>15</b>	<b>AM75005-5</b>	Researching Media	<b>15</b>
<b>AM75056-5</b>	Editing and Production 1	<b>15</b>	<b>AM75008-5</b>	Video Documentary Production 1 (cannot study with AM75042-5)	<b>15</b>
<b>AM75174-5</b>	The Fight for Audiences: TV, Radio and Online	<b>15</b>	<b>AM75042-5</b>	Radio Documentary Production 1 (cannot study with AM75008-5)	<b>15</b>
<b>AM75197-5</b>	Screening Journalism	<b>15</b>	<b>AM75057-5</b>	Editing and Production 2	<b>15</b>
<b>AM75344-5</b>	Law for Journalist 2	<b>15</b>	<b>AM75060-5</b>	Magazine Design, Development and Production	<b>15</b>
			<b>AM75063-5</b>	The Politics of Broadcast News	<b>15</b>
			<b>AM75088-5</b>	Music Radio Programming	<b>15</b>
<b>AM75388-5</b>	Entrepreneurial Journalism	<b>15</b>	<b>AM75388-5</b>	Entrepreneurial Journalism	<b>15</b>
<b>AM75162-5</b>	Shorthand 2		(across semester 1 and 2)		<b>15</b>
<b>AM75195-5</b>	Public Affairs for Journalists				<b>15</b>

<b>LEVEL H (6)</b>					
<b>Teaching Block 1</b>		<b>Cats</b>	<b>Teaching Block 2</b>		<b>Cats</b>
<b>AM00214-6</b>	Understanding Photojournalism	<b>15</b>	<b>AM00214-6</b>	Understanding Photojournalism	<b>15</b>
<b>AM75013-6</b>	Researching Regional Media Employment	<b>15</b>	<b>AM75077-6</b>	The Philosophy of Journalism	<b>15</b>
<b>AM75080-6</b>	Broadcast Law and Ethics	<b>15</b>	<b>AM75084-6</b>	Online Project	<b>15</b>
<b>AM75152-6</b>	Commercial Radio	<b>15</b>	<b>AM75164-6</b>	New Media and Society (VLE)	<b>15</b>
<b>AM75198-6</b>	Screening Journalism	<b>15</b>	<b>AM75363-6</b>	Magazine Design, Development and Production	<b>15</b>
<b>AM75343-6</b>	Pop Will Eat Itself	<b>15</b>	<b>AM75364-6</b>	Editing and Production 2	<b>15</b>
<b>AM75163-6</b>	Shorthand 3		(across semester 1 and 2)		<b>15</b>

**Key:**

	Modules not running
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### GENERAL OPTIONS

Students can choose from the Award Specific Option list or modules from elsewhere in the Faculty of Arts, Media and Design. Alternatively, they can choose from the University General Option Guide or a module from another Faculty (e.g. Business and Law). (Available via [www.staffs.ac.uk/amdoptions](http://www.staffs.ac.uk/amdoptions)).

## HOW WILL I BE TAUGHT AND ASSESSED?

### Teaching and Learning

Teaching methods are carefully selected and employed to provide students with: appropriate means to engage successfully with the syllabus of each module; to draw out the fullest possible range of appropriate methods by which students can learn *across* the award.

Lectures, seminars, tutorials, workshops, use of Blackboard, the web and library resources, work placements, meeting project briefs, directed and self-directed research combine to provide every student with opportunities to learn and demonstrate their learning in different ways.

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

### Assessment

The wide range of knowledge, skills and techniques demanded for modern music journalism and broadcasting practice 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, essays, reports, presentations, research logs and dossiers, a portfolio of performance in placements, class tests, timed exercises and projects.

## ADDITIONAL INFORMATION

### Entry Requirements (including IELTS score)

#### What qualifications would I need to join this programme?

The standard admissions criteria for the programme are in line with the University's general requirements: the equivalent of a minimum of 2 'A' Levels or AVCs, or BTEC National Diploma. For mature students, an Access to HE qualification is also typically accepted. The new Diploma qualification will also be considered as part of the admission process.

Students may be considered for Accreditation of Prior (Experiential) Learning on the basis of credit achieved in prior study; work based training, substantial employment or other experiential learning. This will be considered in accordance with the AP(E)L Handbook. Evaluation is delegated to the Faculty which is required to assess each application according to the specified procedure. Information about the availability of AP(E)L can be found at:

[http://www.staffs.ac.uk/images/apel\\_policy\\_tcm68-12703.pdf](http://www.staffs.ac.uk/images/apel_policy_tcm68-12703.pdf)

The specific entry requirements for music journalism and broadcasting are normally:

260 points for a three A-level (A2) candidate, which can include up to 40 points from an AS subject not taken as full A-level (A2) or level three Key Skills. Details of points equivalents for BTEC and other vocational programmes can be found in the prospectus (in print or online at

[www.staffs.ac.uk](http://www.staffs.ac.uk)).

Candidates whose first language is not English will need: an IELTS test score of 7 or higher; or GCSE English at grade C or higher; or an equivalent to GCSE grade C or higher in an English examination equivalent to GCSE; or satisfy the admissions tutor that the use of English is of a sufficiently high standard through a written test and interview.

Applications from mature students – classified as anyone aged 21 or older – are welcome even if they do not have the normal entry qualifications but are able to demonstrate that they would be able to contend with the rigours of higher education. The qualities such applicants have to offer could be considered through relevant prior experience in employment, self-employment or a voluntary capacity, evidence of producing materials or operating in a relevant field and the support of a suitably qualified referee. Such applicants might be interviewed and might be required to produce some written work to help make an accurate assessment of suitability.

Such students might also be considered for APEL, Accreditation of Prior (Experiential) Learning, as stated above.

### **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](http://www.staffs.ac.uk/study_here/disabled_students/index.jsp)

## **AWARD SPECIFIC INFORMATION**

Careful planning will be required for the successful completion of work placement.

Students must ensure that they can afford the travel and living costs, particularly for placements, and that accommodation is convenient for travel to and from the locations where they will be based.

Students will be supervised in their work placement choices and cost and access considerations will be discussed, issues resolved and placements arranged accordingly.

A financial contribution will also be required for whole-class visits to music venues and performances.

**Further information about the award can be found in the relevant Student Handbook and on the University Website. This includes information about optional modules, learning outcomes at levels below honours, student support, and academic regulations.**

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