

**Programme Specification for Undergraduate Programme Leading to:**  
**BA Journalism (Politics)**  
**BA Journalism (Communication)**

*Applicable for all undergraduate students starting at FHEQ Level 4 on or after 1<sup>st</sup> September 2021*

<u>Version No.</u>	<u>Date</u>	<u>Notes – QUALITY ASSURANCE USE ONLY</u>	<u>QA</u>
0.1	January 2021	New programme from 2021/22	BJR

<b>Undergraduate Taught Programme</b>	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home College/Department/Division	College of Business, Arts and Social Sciences/Dept of Social and Political Sciences / Division of Social Science and Communication and Division of Politics.
4. Contributing College/Department/Division/ Associated Institution	N/A
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	BA (Hons) Journalism (Politics) FHEQ Level 6 BA (Hons) Journalism (Communication) FHEQ Level 6
7. Programme title	BA Journalism Honours (Politics) BA Journalism Honours (Communication)
8. Programme type (single honours/joint)	Single honours (with pathways)
9. Normal length of programme (in months) for each mode of study	3 years – 36 months (FT)
10. Maximum period of registration for each mode of study	Normal length plus 3 years
11. Variation(s) to September start	N/A
12. Modes of study	FT
13. Modes of delivery	Standard

14. Intermediate awards and titles and FHEQ Level of Award	CertHE in Journalism (Communications) or Journalism (Politics) <i>FHEQ</i> Level 4  DipHE in Journalism (Communications) or Journalism (Politics) <i>FHEQ</i> Level 5  Ordinary Degree - BA Journalism (Communications) or BA Journalism (Politics)  FHEQ Level 6
15. UCAS Code	TBA
16. HECos Code	100440 100443 100442
17. Route Code	TBA
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	<a href="#">QAA UK Quality Code for Higher Education</a> which includes the English Framework for Higher Education Qualifications within Part A on Setting and Maintaining Academic Standards. QAA Subject Benchmark Statement (Communication, Media, Film and Cultural Studies 2016)
19. Admission Requirements	Details of entry requirements are provided on the University and College webpages. Levels of English for non-native speakers are outlined on Brunel International's language requirements pages.
20. Other relevant information (e.g. study abroad, additional information on placements)	N/A
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	N/A
22. Further information about the programme is available from the College website.	Link to programme information on the College website (to be added when available)

### 23. EDUCATIONAL AIMS OF THE PROGRAMME

The programme aims to

- Educate future journalists and media professionals such that they can provide clear, concise and informed communication to a range of targeted audiences.
- Provide students (a) on the communication pathway with an understanding of historical, sociological, political and cultural perspectives on the role of journalism and media in society (b) on the politics pathway with an understanding of how politics works in the British and international contexts.

- Provide transferrable skills and knowledge needed in multi-platform working environments in journalism, media industries more generally or politics.
- Nurture creative, independent, and critical thinkers able to adapt to future changes and challenges in their career.
- Produce cognitively agile practitioners who can use informed judgment and ethical reasoning within professional frameworks in journalism.

Level 4	Learning outcomes	Associated Module blocks	Associated Study blocks	Associated Assessment blocks	All students	Politics pathway	Comms. pathway	
K&C	Recognize and account for the main concepts and theories used to explain journalism and communication/politics	CO16xx: Journalism, communication and politics		CO16xxx: Journalism: case study	√			
		PP1068 Modern British Politics				√ (comp)	√ (option)	
		CO1601 Key Ideas in Media					√ (option)	√ (comp)
		PP1XXX Delivering public policy					√ (option)	
		SO1602 Contemporary Media & Society						√ (option)
K&C	Comprehend and appropriately apply research methods to researching journalism, linking theory and methods		SO1701 Researching Culture and Society (Method 1)	CO1xxxx: Journalism: case study	√			
			SO1704 Exploring Identity and Power (Method II)		√			
K&C	Create journalistic content in line with professional conventions appropriate for different forms and platforms	JR1700: News and feature writing			√			
		COxxxx: Introduction to Multiplatform Journalism			√			
S	Produce work within a restricted time period to reflect professional practice			All modules	√			
S	Communicate ideas cogently and suitable for platform and audience.			All modules	√			

Level 5	Learning outcomes	Associated Module blocks	Associated Study blocks	Associated Assessment blocks	All students	Politics pathway	Comms. pathway
K&C	Identify and evaluate core theories and concepts in politics/communication studies	CO2030 Global Communication			√		
		PP2061: Issues in American Politics				√	
		PP2xxx Political Behaviour in Britain				√	
		PP2xxx Social Welfare				√	
		JR2700 Journalism Power and Politics					√
		CO2603: Creative Industries, Fashion and Culture					√
		CO2602 Social Media and Networked Culture					√
K&C	Create ethically and legally compliant journalism	JR2606 Media Law, Ethics and Regulation			√		
		All practice modules			√		
K	Critically engage with different art/political forms, contexts, and audiences	CO2xxxx Cross-platform journalism: Reporting Arts & Culture					√
		CO2xxxx Cross-platform journalism: Reporting Politics				√	
		JR2700 Creative Industries, Fashion and Culture					√
		CO2602 Social Media and Networked Culture					√
C&S	Advanced skills in gathering and assessing information	JR2611 Journalism Data Gathering				√	
		CO26xxxx Cross-platform journalism: Reporting Politics				√	
C&S	Create political/arts content using different techniques and software packages	CO2xxxx Cross-platform journalism: Reporting Arts & Culture					√
		COxxxx Cross-platform journalism: Reporting Politics				√	

		JR2700 Journalism Power and Politics					√
		CO2603: Creative Industries, Fashion and Culture					√
C&S	Construct, present and defend a coherent argument/narrative	All modules			√		
S	Design, manage and complete a project appropriate to content, audience and platform	CO2808 Research in Practice			√		
		COxxxx Cross-platform journalism: Reporting Politics				√	
		CO2xxxx Cross-platform journalism: Reporting Arts & Culture					√

Level 6	Learning outcomes	Associated Module blocks	Associated Study blocks	Associated Assessment blocks	All students	Politics pathway	Comms. pathway	
K&C	Master and evaluate the application of core concepts and theories in communication/politics relevant to journalism	COxxx: Fake news, images and websites			√			
		PP3xxx Researching contemporary issues in British politics				√		
		PP3612 Elections, Parties & Voters in the UK					√	
		CO3602: Comedy, The Media and Society						√
		CO3603 Changing Audiences						√
		JR3003 Dissertation				√		
C	Evaluate academic, political and public debates about journalism	COxxx: Fake news, images and websites			√			
		PP3xxx Researching contemporary issues in British politics				√		
		PP3612 Elections, Parties & Voters in the UK					√	
		CO3602: Comedy, The Media and Society						√

		CO3603 Changing Audiences					v
K, C & S	Design, manage and complete a substantial piece of independent work	JR3003 Dissertation				v	
		JR3607 Journalism Practice Project				v	

**Learning/teaching strategies and methods** to enable learning outcomes to be achieved, including formative assessments

The course is taught through a mixture of lectures, seminars, workshops, practical classes, one-to-one tutorials and engagement with the Virtual Learning environment.

The aim is to strike a balance between journalistic practice and theory as well as politics/communication theory throughout the curriculum. At FHEQ Level 4, knowledge and understanding of theoretically oriented and research-oriented learning outcomes are taught through lectures and seminars. Knowledge and understanding of practical learning outcomes are taught through workshops and practical classes. A more focused content that encourages students to develop thinking skills is introduced in both the theoretical (communication/politics) and practical sides of the course at FHEQ Level 5. When students progress to FHEQ Level 5, a Research Project module that builds on the FHEQ Level 4 research module will give them more advanced research training that will prepare them for their dissertation at FHEQ Level 6.

Students choose a pathway in their first year and build a specialism in arts/culture or politics through the degree choosing electives that speak to their interests. They are expected to choose a topic relevant to the pathway for their dissertation and project in FHEQ Level 6, with both modules providing opportunities to apply the knowledge, understanding and cognitive skills developed at FHEQ Levels 4 and 5.

One-to-one tutorials support students' learning throughout the course. The industry expertise and research specialisms of the Journalism staff will feed into the course to ensure research-led and innovative teaching. A mixed student-led and research led approach is taken so that we can encourage active, experiential, collaborative and problem-based learning and use our research findings to enrich and innovate teaching methods and content

Core knowledge and understanding is acquired through lectures, seminars, debates, working in small groups to solve problems and guided independent study. Students are provided with comprehensive outlines for each module which specify both the topics covered and indicative reading for the module but, as appropriate for advanced study, they are also expected to source much of their own readings. Systematic knowledge and cognition of the field is built through all the theoretical modules but most explicitly in a piece of independent yet supervised research in the form of a dissertation. Advanced practical skills are demonstrated through a final year project.

Seminars provide a learning environment that encourages the development of knowledge, cognition and debate (for example, where students will present their own work in progress for constructive class discussion). Discussions are also intended to encourage students to explore at the inter-relationship between theory and practice for journalism/communication/political professionals.

**Summative assessment strategies and methods** to enable learning outcomes to be demonstrated.

Students' learning outcomes are assessed through a mixture of essays, exams, practice or research reports, learning journals, portfolios, individual and group presentations, and the final year major journalism practice

projects and an academic dissertation. These assignments require the demonstration of knowledge, understanding, cognitive skills and other transferrable skills such as presentation skills. The assessments in practical modules at all levels can also contribute to the establishment of students' portfolios that can showcase their practical ability when they start job hunting most notably in the FHEQ Level 5 modules, Crossplatform journalism: Reporting Politics/Arts and Culture and the final year project. Learning Journals will be introduced at Year 1 and Year 2 as a key element in encouraging students to learn through the process of reading, writing and thinking and to build their portfolios systematically

## 25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade C- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at C- or better, but not necessarily all elements, then the block itself is core.

e.g. AB5500 Project (40)

Core: Block

Where only some elements of assessments are required to be passed at C- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)

Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXXX Title (XX credits)

Core: All, Block

- A **non-core assessment** does not have to be passed at grade C- or better, but must D- or better in order to be eligible for the final award.
- The structure of the programme is as follows:

### Foundation Year/Level

The Foundation Year/Level structure available to international students is specified in document "Validated Programme Element Specification for LBIC". This document also specifies the admission and progression requirements.

FHEQ Level 4	
<b>Compulsory assessment block codes, titles and credit</b> CO16xx Case study: Journalism (20 credits)	<b>Optional assessment block codes, titles and credits</b>
<b>Compulsory study block codes, titles and credit volume</b>  SO1701 Researching Culture and Society (Method 1) (10 credits) SO1704 Exploring Identity and Power (Method II) (10 credits)	<b>Optional Study block codes, titles and credit volume</b>
<b>Compulsory modular block codes, titles and credits</b>  JR17xx News and feature writing (20 credits) Coxxx Introduction to Multi-platform Journalism (20 credits) CO16xx: Journalism, communication and politics (20 credits)  <u>Politics pathway</u> PP1068 Modern British Politics (20 credits)  <u>Communications pathway</u> CO1601 Key Ideas in Media (20 credits)	<b>Optional modular block codes, titles and credits</b>  <u>Politics pathway (one of the following)</u> PP1XXX Delivering public policy (20 credits) CO1601 Key Ideas in Media (20 credits)  <u>Communications pathway (one of the following)</u> SO1602 Contemporary Media & Society (20 credits) PP1068 Modern British Politics (20 credits)
<b>FHEQ Level 4 Progression and Aware Requirements</b>  <b>As per Senate Regulation 2</b>	

FHEQ Level 5	
<b>Compulsory assessment block codes, titles and credit</b>	<b>Optional assessment block codes, titles and credits</b>
<b>Compulsory study block codes, titles and credit volume</b>	<b>Optional Study block codes, titles and credit volume</b>
<b>Compulsory modular block codes, titles and credits</b>  JR2606 Media law, ethics and regulation (20 credits) JR2611 Journalism Data Gathering (20 credits) CO2028 Research in Practice (20 credits) CO2030: Global Communication (20 credits)  <u>Politics pathway</u>	<b>Optional modular block codes, titles and credits</b>  <u>Politics pathway (one of the following)</u> PP2xxx Political Behaviour in Britain (20 credits) PP2061: Issues in American Politics (20 credits) PP2xxx Social Welfare (20 credits)  <u>Communications pathway (one of the following)</u> JR2700 Journalism Power and Politics (20 credits)



JR2xxx Cross-platform journalism: Reporting politics (20 credits)  <u>Communications pathway</u> JR2xxx Cross-platform journalism: Reporting Arts & Culture (20 credits)	CO2603: Creative Industries, Fashion and Culture (20 credits) CO2602 Social Media and Networked Culture (20 credits)
<b>FHEQ Level 5 Progression and Aware Requirements</b>	
<b>As per Senate Regulation 2</b>	

<b>FHEQ Level 6</b>	
<b>Compulsory assessment block codes, titles and credit</b>	<b>Optional assessment block codes, titles and credits</b>
<b>Compulsory study block codes, titles and credit volume</b>	<b>Optional Study block codes, titles and credit volume</b>
<b>Compulsory modular block codes, titles and credits</b>  JR3607: Journalism Practice Project & Portfolio (40 credits) JR3003 Dissertation (40 credits) JR3xxx: Fake news, images and websites (20 credits)	<b>Optional modular block codes, titles and credits</b>  <u>Politics pathway (one of the following)</u> PP3003 European Union Politics: Problems and Prospects (20 credits) PP3612 Elections, Parties & Voters in the UK (20 credits) PP3xxx Researching contemporary issues in British politics (20 credits)  <u>Communications pathway (one of the following)</u> CO3602: Comedy, The Media and Society (20 credits) CO3603 Changing Audiences (20 credits)
<b>FHEQ Level 6 Progression and Aware Requirements</b>	
<b>As per Senate Regulation 2</b>	

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.