

Award Information Form (AIF)

The AIF provides essential information to students, staff teams and others on a particular award or a group of awards in a programme and is designed to meet the University College's expectations and those of external bodies such as the Quality Assurance Agency (QAA) in respect of programme specifications.

Please refer to the Guidance notes on completing Award Information Forms before completing the details below

SECTION 1 - General Award Information

Qualification (award type)	MA
Award Title	Multimedia Broadcast Journalism
Intermediate Qualification(s)	PG Dip (120 credits at M level)
Awarding Institution	University College Falmouth
Location of Delivery	Tremough
Duration of Award	45 weeks
Professional, Statutory and Regulatory Body accreditation	Broadcast Journalism Training Council
Accreditation Renewal Date (Month and Year)	February 2014
Route Code (SITS)	MABJOURFF
UCAS Course Code	Not applicable
Relevant External Benchmarking	<i>The framework for higher education qualifications in England, Wales and Northern Ireland – QAA August 2008</i> <i>Master's degree characteristics - QAA March 2010</i> <i>QAA Master's Degree Characteristics ('Taught Professional/Practice') – QAA March 2010</i> <i>AHRC Vision and strategy 2007-2012</i>



SECTION 2 – Entry Requirements, Student Support and Further Opportunities

Entry requirements

The normal entry requirements through the university sector are level 5 or level 6 qualifications, which include Honours Degrees, Foundation Degrees and HNDs, in a subject relative to that you wish to study at Masters level.

If you have solid professional industry experience rather than academic achievement, this may be acceptable for entry to study at this level on assessment through a process called APEL (accreditation of prior experiential learning, which carries a fee of £25). Please contact Admissions for guidance notes on APEL and APL (accreditation of prior learning).

Student Support

The grouping of Academic Learning Support staff within Academic Services, work closely together to provide a responsive and vibrant learning support environment for students. Support is delivered by a range of staff from within Learning Futures including the Careers Advisory Team, the Educational Development Lecturers, the ASK: Academic Skills and Dyslexia Unit teams, the College's IT Trainer and the Learning Technology Team, who collaborate together and with others in Academic Services including the Academic Liaison Librarians to develop and deliver best practice.

Academic Liaison Librarians provide support and guidance to students on accessing and evaluating information, information retrieval and research methods and referencing software, Refworks for UCF. They are the main point of contact for Academic staff on developing collections: books, e-books, journals both print and electronic, images, databases, music collections and for research and dissertation support. The Academic Liaison Librarians also work with the ASK team to provide dissertation support and can provide seminars, workshops and one to one support. The Archives and Special Collections Service work closely with the ALL team and can provide workshops on archival collections and methods.

The Careers Advisory Team provide strong support for students during their period of study and offer a service beyond graduation. Careers Advisors work closely with academic staff at award and department level to deliver a series of presentations and workshops as well as one to one support.

The Educational Development Lecturers work alongside specified departments to support the development of retention and enhancement initiatives. A number of important initiatives have been undertaken over the course of the academic year, often alongside academic and other academic support teams.

ASK: Academic Skills provide a range of services to enhance student learning. ASK Advisors deliver lectures, workshops or group tutorials at the request of Academic Staff to support students in writing essays, dissertations, reports and journals; reading and research skills; presentation skills; time management and organisation. There is also an individual tutorial service where students can seek advice about their academic work or study skills.

ASK also provide subject specific in-session English Language classes during the autumn and the spring terms. Students can book individual tutorials, but ASK do not proof-read written work. ASK also run a Pre-Sessional English course each September for students who have already met the requirements of their offer. ASK advisors work closely with Academic Staff, Learning and Teaching, Learning Technology, Academic Liaison Librarians and the **Dyslexia Unit** to provide feedback on issues affecting student work and to shape workshop delivery to best support student needs. In particular, ASK works alongside the Dyslexia Unit to

support students who are being assessed for dyslexia and works extensively with those students who have literacy difficulties but who are without designated support.

The IT Trainer provides a framework of IT Training workshops, ranging from introductory sessions with the computer in the early first term for students new to IT, through structured courses open to all students in InDesign, Illustrator, Photoshop and Dreamweaver which can be followed through to ACA level qualifications. Further training courses are available in Flash, PowerPoint, Digitising Documentation and the ECDL qualification, as well as tailored courses to meet the needs of specific awards. A range of IT training resources supplements the training and is available on The Learning Space.

Finally, **Learning Technology Support** play a key role within Learning Futures working closely with academic and academic support staff to ensure that the work of learning support teams is accessible and available in innovative ways that students can easily access. Through this team the technology underpinning many of the learning enhancements and support initiatives is realised.

There is also a number of pastoral student support services provided by the **Accommodation & Welfare** service, including a student counselling service.

Students with disabilities

UCF is committed to supporting students with disabilities in accordance with requirements of the Disability Discrimination Act and the Equalities Act. Students with declared disabilities are invited to link with the Accessibility Service prior to commencing their academic course. UK and eligible EU students are supported via the Disabled Student Allowance. Students who are not eligible for DSA are supported via internal funding where possible.

The Accessibility Service works with the UCF Specialist Academic Skills unit (for learning difficulties) as well as internal support staff and external agencies to ensure that students with disabilities are supported as per need assessment recommendations.

Distinctive Features

The **MA Multimedia Broadcast Journalism** award has an international reputation built up over 20 years for providing many of the key journalists in the broadcasting world. It is aimed at ambitious graduates who aspire to work in local, regional or national news and current affairs.

The award delivers the transferable multimedia skills and professional competencies required for working in radio, television, online and cross-platform newsrooms. It achieves this through use of multimillion pound state-of-the-art studio space on the Tremough campus.

One of the characteristics of the MA Multimedia Broadcast Journalism is the diversity of entrants in terms of academic achievements and prior experiential learning. This enriches the learning and teaching experience for both staff and students.

The academic team consists of highly-skilled and experienced industry professionals. Students achieve practical skills in producing and presenting TV, radio and online content under pressure in real time, where team work is vital. They learn and undertake detailed analysis of news values, news gathering, protection of sources, research, interviewing, writing, presenting and producing news as well as how to harness the latest online and social media techniques that journalists require in a dynamic multimedia environment. At the same time they gain a critical understanding of the political frameworks, media law, media regulation and media ethics that underpin professional practice.

The final negotiated project requires students to apply their newly-acquired skills in the development of an

extended piece of multimedia professional practice. They work independently to produce innovative and highly creative work alongside a 5,000 word contextual and analytical review.

Compulsory work placements are arranged during the course across the industry in BBC local radio and independent local radio newsrooms, national television and radio, and independent production companies.

The award team has established and extensive links with local, national and international news and multimedia organizations, where the course is held in high regard. The award was one of the first in the country to be accredited by the Broadcast Journalism Training Council.

There is a high employment rate among graduates. Their digital competence is increasingly in demand in the multimedia environment as well as in more traditional broadcast media.

Career/further study opportunities

Further study:

Further study opportunities include: -

- PGCE
- PGCHE
- PhD

Career:

Career opportunities / destinations include: -

- News reporter
- Newsroom journalist
- Video journalist
- Multimedia journalist
- Programme researcher
- Producer
- TV director
- Web content producer
- News editor
- Programme editor
- Current affairs editor
- Web content editor
- Presenter
- Multimedia producer
- Communications officer
- Press / publicity officer
- Event management
- Freelance journalist
- TV / radio
- Online
- Newspapers / magazines
- Charities / NGOs
- Higher / further education

SECTION 3 – Teaching, Learning and Assessment

Educational Aims

MA Multimedia Broadcast Journalism is an intensive, practice-based radio, television and online journalism course which is informed by legal, ethical, regulatory, conceptual, analytical, and critical research frameworks.

It aims to enable you to develop:

1. Advanced creative, practical, conceptual, critical and analytical skills in radio, television and online newsgathering and dissemination
2. Independent, innovative practice and thinking as radio, television and online journalists
3. Professional competence in required editorial and technical skills
4. Up-to-date knowledge and awareness of multimedia industry practices, systems and organizations
5. Advanced understanding of legal, regulatory and ethical decision-making in news and current affairs

Learning Outcomes

Upon successful completion of the MA Multimedia Broadcast Journalism award, you should be able to:-

Practical skills:

1. Employ advanced research methods
2. Produce technically proficient radio, television and online editorial content, and demonstrate a comprehensive understanding of multimedia production methods
3. Identify and reduce risks to health and safety in complex and potentially dangerous situations

Creative skills:

4. Initiate and develop original ideas for radio, television and online news, features and documentaries, and engage with aesthetic developments
5. Examine complex production problems

Critical and conceptual skills:

6. Show advanced understanding of legal, regulatory and ethical media issues
7. Demonstrate a systematic and comprehensive knowledge of a chosen field of journalism
8. Analyse and evaluate your own work in relation to specific journalistic practice

Professional skills:

9. Work independently, exercise initiative, show personal responsibility and take appropriate decisions
10. Participate effectively in a team to plan and implement tasks at a professional level

Teaching Strategy

The teaching strategy provides the framework for developing self-directed creative learning into independent professional journalism. Learning and teaching strategies seek to: -

- Reflect the rationale, aims and learning outcomes of the course
- Engage the active participation of a committed group of academic and technical staff and students
- Support the practical and scholarly work required at postgraduate level.

The key objective is to encourage you to develop professional, creative and critically-aware competence that reflects the institution's educational philosophy and the award's distinctive vocational features.

Lectures and seminars allow key issues to be introduced, as well as specialist input. **Seminars** promote dialogue and debate. They provide you with a flexible forum to explore and link theoretical and practical

issues. **Guest lectures** from editors, senior journalists and other media practitioners regularly complement these.

Group and individual tutorials are an important point of contact between staff and students. They build an intimate and supportive environment for constructive, critical feedback on students' work. **Group tutorials** focus on your developing production work and encourage peer debate. **Individual tutorials** aim to foster your personal academic and vocational development.

Demonstrations and practice-based workshops deliver technical production skills. These sessions are tailored to meet your increasing professional competence as the course progresses.

Live projects enable you to integrate media theory and professional practice. You run radio, television and online multimedia news days in real time.

Group working enables you to share knowledge and develop understanding of cooperative practice and teamwork.

Self and peer evaluation along with **appraisal and feedback** encourage critical reflection on theory and practice. These are designed to monitor and encourage your self-directed study and independent progression.

Blended learning strategies enable a student-centred approach that takes account of your diverse needs and learning preferences. You can combine face-to-face contact with the option to work from any location and any time zone. **The Learning Space** provides you with 24/7 access to the institution's virtual learning environment, with its range of learning resources and interactive opportunities for communication, collaboration and sharing.

A work placement allows you to engage at a vocational level and is an essential element of the course. They are officially recognised by the Broadcast Journalism Training Council and take place at the end of the second semester.

Individual supervisors give tailored support to you throughout your final negotiated project at planning, research, development, production and post-production levels.

Assessment Strategy

The purpose of assessment is to provide a systematic measure of students' achievement and confirmation that the learning outcomes of the course have been met.

Assessment offers students the opportunity to:

- Engage in an active learning process that confirms your achievement
- Obtain feedback on their progress, so that you can identify your strengths and weaknesses
- Obtain an evaluation of your performance.

Assessment allows the course team to:

- Offer students guidance in evaluating your own progress
- Offer students advice and guidance on your work
- Monitor and evaluate the course
- Confer the award of MA

Continuous self and peer evaluation will help students to develop a reflective and critical appreciation of their own progression.

The modes of assessment used in MA Multimedia Broadcast Journalism include:

- Individual portfolios of professional practice

- Written reports
- Written examinations
- Blogs
- Group presentations
- Extended practical project
- Contextual review

More than one mode of assessment may be used within a module to ensure students meet all learning outcomes. The assignments produced for these assessments develop M level, vocational outcomes that reflect the distinctive features, educational aims and teaching strategy of the MA Multimedia Broadcast Journalism award.

Curriculum Structure, Assessment Methods and Learning Outcomes

Module code	Level	Module Name	Credit	Semester	Core (C) Option (O)	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))									
							1	2	3	4	5	6	7	8	9	10
MBJ110	7	Introduction to Journalism	20	1	C	PO, JL	TPA	TPA		TPA				TPA		TPA
MBJ120	7	Professional Contexts	20	1	C	EX, PR	TPA				TPA	TPA				TPA
MBJ130	7	Professional Techniques	20	1	C	PO, JL		TPA	TPA	TPA				TPA		TPA
MBJ140	7	Professional Practice	40	2	C	PO, JL		TPA			TPA	TPA		TPA		TPA
MBJ150	7	MA Project Preparation	20	2	C	PO, JL	TPA			TPA			TPA	TPA	TPA	
MBJ160	7	MA Multimedia Broadcast Journalism Project	60	3	O	DI, CE					PA		PA	PA	PA	
MBJ161	7	MA Investigative Multimedia Broadcast Journalism Project	60	3	O	DI, CE					PA		PA	PA	PA	
MBJ162	7	MA Sports Multimedia Broadcast Journalism Project	60	3	O	DI, CE					PA		PA	PA	PA	
MBJ163	7	MA Science Multimedia Broadcast Journalism Project	60	3	O	DI, CE					PA		PA	PA	PA	

*The following codes for assessment methods apply:-

AR	Artefact	OR	oral
CB	computer-based	PC	practical
CE	critical evaluation	PF	performance
CS	case study	PL	placement
DI	dissertation or project	PO	portfolio
ES	essay	PR	presentation
EX	Exam	RE	Individual report
GR	group report	SP	Studio practice
IT	in-Module test		
JL	Journal/logbook		
LR	literature review	OT	other

SECTION 4 – Learning and Employability

Skills Development Strategies

Knowledge and Understanding

You will learn how to communicate knowledge and awareness of current broadcast news industry practices, systems and organizations. You will develop a comprehensive understanding of on-line, radio and television editorial and production techniques. You will acquire an ability to recognise complex legal, regulatory and ethical media issues and to identify risks to health and safety.

Intellectual Skills

You will explore original and aesthetic developments in on-line, radio and television news and generate your own creative and innovative ideas. You will demonstrate advanced analytical enquiry and critically evaluate your own and others' work in relation to a specific journalistic context. You will examine complex production issues and problems.

Practical Skills

You will achieve professional competence in core technical skills and apply appropriate editorial, production and presentation techniques in order to transform you into an accomplished multimedia journalist.

Transferable Skills

You will acquire the skills to be an expert communicator, problem solver and team worker while undertaking a diversity of tasks within a multimedia newsroom. You will demonstrate professional awareness and the ability to work and study independently. You will recognise how to exercise initiative, take personal responsibility, plan efficiently, make appropriate decisions, implement tasks and participate effectively in a multimedia team.

Team Working

Team work is essential in a multimedia news milieu. You will develop flexible and collaborative skills in order to meet professional standards and group expectations and to work effectively with others.

Improving Learning and Performance

The learning and teaching strategy deployed in MA Multimedia Broadcast Journalism provides the framework for developing self-directed creative learning into independent professional journalism.

The key objective is to encourage you to develop professional, creative and critically-aware competence that reflects the institution's educational philosophy and the award's distinctive vocational features.

Career Management Skills

You will become highly competent and professionally aware under the guidance of course team members who are experienced journalists and editorial managers. You will benefit from guest lectures and feedback on multimedia news days from editors and senior journalists in the multimedia news industry. All students undertake a compulsory three-week work placement in the BBC, independent local radio, independent television, or independent production company. Placements are organized through the award's accreditation body, the Broadcast Journalism Training Council. You are also encouraged to organise your own work experience with local, national and international news organisations.

HEAR / Progress Files

All students are entitled to a transcript detailing the modules they have studied and the results given for those modules. The transcript is normally issued on completion of studies at the University



College. A more detailed Higher Education Achievement Record (HEAR) is under development in the sector and expected to apply for students enrolling into level 4 from September 2012 forwards.

Professional Standards

MA Multimedia Broadcast Journalism is accredited by the Broadcast Journalism Training Council, which sets training standards for the multimedia broadcast industry. The BJTC is a partnership of the main employers and standard bearers – BBC, ITV News Group, ITN, Sky News, Thomson-Reuters, Radio Centre, Associated Press Television News, National Union of Journalists and Skillset.

University College Falmouth is a member of the Skillset Media Academy Network – the UK-wide group of institutions identified as centres of excellence in creative media education and training.