

PROGRAMME SPECIFICATION

for the award of

BA (Hons) Media, Journalism and Publishing

Managed by the Faculty of Technology, Design and Environment

Delivered by the School of Arts

Date approved:	July 2018
Applies to students commencing study in:	September 2019

RECORD OF UPDATES

Date amended*	Nature of amendment**	Reason for amendment**

SECTION 1: GENERAL INFORMATION

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Headington Campus
Language of study:	English
Final award/s:	BA (Hons)
Programme title:	Media, Journalism and Publishing
Interim exit awards and award titles available:	CertHE, Diploma in Higher Education (Media, Journalism and Publishing), Diploma in Higher Education, BA(Ordinary)
Brookes course code:	
UCAS code:	
JACS code:	
HECoS code (from 2019):	100444: Media and Communication Studies
Mode of delivery: (Mode of Study given in brackets)	Face to face/on-campus (full-time) Face to face/on-campus (part-time)
Duration of study:	3 years Part-time 6 years (maximum 8 years)
Subject benchmark statement/s which apply to the programme:	http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf
Professional accreditation attached to the programme:	Creative Skillset
Apprenticeship Standard:	n/a
University Regulations:	The programme conforms to the University Regulations for the year of entry as published/archived at: http://www.brookes.ac.uk/regulations/

SECTION 2: WHY STUDY THIS PROGRAMME?

The creative industries are seen as driving growth and innovation not only in the UK but in many other economies around the world. The UK's creative industries are growing at almost twice the rate of the wider economy. This programme gives students the skills, knowledge and confidence to work in the media in a range of roles. It is distinctive in its examination of the media both past and present, and its concentration on authorship, journalism and publishing. Industry functions and key practical skills are addressed alongside the importance of the media in society.

The programme aims to provide you with an academically rigorous and professionally relevant education. An integrated approach is taken within the core modules to reflect the interdisciplinary nature of media; elective modules enable you to pursue specialist areas of study relevant to your background, interests and career aspirations. You will develop as an independent learner culminating in your work on the major project or dissertation at the end of the programme.

Students grow their skills in design, multi-platform journalism and publishing and form an understanding of the different ways of presenting information and published content. There is an emphasis on writing, authorship and commercially-relevant journalism throughout the programme, and you will come out of the programme with a portfolio of content, across media formats, relevant to roles across the media and in other organizations where there is a need to communicate to external audiences.

Your study is grounded in up-to-date knowledge of the media, taught by experienced professionals and researchers. The curriculum develops from a foundation of theory and skills, such as in editorial, design, video, and marketing, and towards a focus on industry sectors and professional practice.

The programme offers a local, national and international context for your studies, alongside an understanding of the cultural importance of the media. There are regular field trips to industry organizations, events, newsrooms and editorial environments. Throughout the programme you will be working with your peers in teams, supporting one another and developing sophisticated team-working, communication, and problem-solving skills. At the same time you will accumulate skills in academic research and analytical thinking. You will have access to a dedicated IT suite with industry standard software such as Adobe Creative Suite, and use collaborative software tools such as Omnibook. Internationalization of the degree includes modules in international publishing and Chinese language and culture.

The programme is located within the Oxford International Centre for Publishing (OICP), a recognized brand within media education as reflected in its standing in university league tables. We use the centre name to promote our activities to a variety of external audiences and the OICP has a reputation for innovation and excellence in teaching and research. The Centre has extensive industry links and carries out professional development programmes and consultancy. It has also a network of international links that facilitate a range of opportunities from exchange semesters and language learning to international collaboration on projects. For example, in your second year you could go on exchange to our partner universities in Amsterdam or Stuttgart, or to universities in the USA or Australia.

The Centre is based in the beautiful city of Oxford, the home of global media companies and many media professionals in journalism and publishing. The city has more published writers per square mile than anywhere else in the world, and has been home to a host of famous authors from Tolkien and C. S. Lewis to Philip Pullman and Mark Haddon.

Aims of the programme

The overall aim is to deliver a high-quality programme in media, journalism and publishing that combines 'the search for rigorous knowledge and understanding with the development of students' creative and reflexive capacities in innovative ways', and one that is 'relevant to students' futures both in work and as citizens'. (2016 QAA Benchmarking statement)

More specifically the programme aims to:

- Provide students with a systematic and critical understanding of the principles and practice of media, journalism and publishing.
- Give a broad knowledge of the central role that communications, media, and cultural agencies play at local, national, international and global levels of economic, political and social organization.
- Cultivate a grounded awareness of the historical formation of the book, magazine, newspaper and new media industries, and their contexts and interfaces.
- Equip students for successful employment at a level of recognized standing in a wide range of media and communication organizations.
- Develop the disciplinary, professional and transferable skills that graduates need to progress successfully throughout their academic and professional lives.
- Inculcate habits of independent study and thought necessary for life-long learning and for further research or training

SECTION 3: PROGRAMME LEARNING OUTCOMES

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

3.1 ACADEMIC LITERACY

1. Demonstrate a knowledge of, and an ability to apply, critical and theoretical concepts and approaches in the study of media, journalism and publishing.
2. Show knowledge of the history and culture of media, journalism and publishing.
3. Appreciate the legal and ethical issues surrounding the creation and publishing of content.

3.2 RESEARCH LITERACY

4. Engage with some of the key debates that inform current research in media, journalism and publishing.
5. Cite accurately primary and secondary sources within an approved system of scholarly referencing.
6. Undertake individual supervised study demonstrating clearly defined aims and objectives, data collection, analysis and evaluation and reasoned conclusions.

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

7. Manage their own learning by clarifying personal values, setting personal objectives, managing time and tasks and evaluating their own performance.
8. Express ideas and opinions, in written, visual and oral forms, to a variety of audiences, for a variety of purposes.
9. Work collaboratively and productively in a diverse team taking leadership and support roles

3.4 DIGITAL AND INFORMATION LITERACY

10. Demonstrate a critically informed competency in the management and operation of a range of media technologies and processes.

3.5 ACTIVE CITIZENSHIP

11. Demonstrate an understanding of the dynamic and international nature of the media industries and their defining characteristics; as well as issues around diversity and sustainability.
12. Show a knowledge of the social, technological, economic, and regulatory frameworks; and the range of cultural contexts that affect production, circulation and consumption

SECTION 4: CURRICULUM CONTENT & STRUCTURE

4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

Code	Module Title	Credits	Level	Status	Coursework: Exam ratio
MJPB4001	Writing and Developing Content	30	4	Compulsory	100% coursework
MJPB4002	Understanding Contexts: The History and Culture of Media	15	4	Compulsory	100% coursework
MJPB4003	The Creative Industries	15	4	Compulsory	100% coursework
MJPB4004	Design and Technology	30	4	Compulsory	100% coursework
MJPB4005	Storytelling as Experience: Connecting Brands with Audiences	15	4	Compulsory	100% coursework
MJPB4006	Media Law and Ethics	15	4	Compulsory	100% coursework
MJPB5001	Essential Journalism: News and Features	15	5	Compulsory	100% coursework
MJPB5002	The Book Publishing Industry	15	5	Compulsory	100% coursework
MJPB5003	Typographic Design for Page and Screen	30	5	Compulsory	100% coursework
MJPB5004	Oxford: The City and the Creative Industries	15	5	Optional	100% coursework
MJPB5005	Journalism and Popular Culture	15	5	Optional	100% coursework
MJPB5006	Media Marketing and Business	15	5	Compulsory	100% coursework
MJPB5007	Research and Data Analysis	15	5	Compulsory	100% coursework
MJPB5008	Print Media and Society: Making Sense of the History	15	5	Optional	100% coursework
MJPB5009	International Publishing	15	5	Optional	100% coursework
MJPB5010	Chinese Language and Culture	15	5	Optional	100% coursework
MJPB6001	Creative Entrepreneurship: Content Creation for the Social Media Age	15	6	Compulsory	100% coursework
MJPB6002	Fiction and Non-Fiction	15	6	Optional	100% coursework
MJPB6003	Digital Journalism	15	6	Optional	100% coursework
MJPB6004	The Death of the Author and the Rise of the Citizen Writer	15	6	Optional	100% coursework
MJPB6005	Media and Propaganda	15	6	Optional	100% coursework
MJPB6006	Magazine Publishing	15	6	Optional	100% coursework
MJPB6007	Children's Publishing	15	6	Optional	100% coursework
MJPB6008	Digital Product	15	6	Optional	100% coursework
MJPB6009	Work Experience	15	6	Optional	100% coursework

MJPB6010	Major Project or Dissertation	30	6	Compulsory	100% coursework
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All modules in level 4 are compulsory.

4.2 PROGRESSION AND AWARD REQUIREMENTS

In order to achieve the expected depth of learning, progression is designed as follows:

For the BA (Hons) Degree, students must accrue 360 credits overall.

For the BA Ordinary Degree, students are required to accrue 120 credits in years 1 (level 4) and 120 credits in year 2 (level 5) plus 60 credits from year 3 (level 6), accruing 300 credits in total. The compulsory modules at level 5 are MJPB5001 and MJPB5002.

For the Diploma of Higher Education (Media, Journalism and Publishing), students are required to accrue 120 credits in year 1 (level 4) and 120 credits in year 2 (level 5), gaining a total of 240 credits overall. The compulsory modules at level 5 are MJPB5001 and MJPB5002.

For the Diploma of Higher Education, students must complete 240 total credits of which 90 credits must be Level 5 or above.

For the Certificate of Higher Education, students have to complete 120 credits at least 90 of which must be at Level 4.

Part-time students

It is expected that students will study for a minimum of six years, passing each level over two years before progressing to the next level.

4.3 PROFESSIONAL REQUIREMENTS

The programme is accredited by Creative Skillset, and annual reports are submitted.

SECTION 5: TEACHING AND ASSESSMENT

5.1 LEARNING AND TEACHING

The programme draws on a variety of learning and teaching methods to support your learning and deliver the range of knowledge and skills required.

- **Lectures** give you the knowledge and framework for study that will enable you to achieve the learning outcomes for the module
- **Seminars** encourage you to engage in discussion with your tutors and peers to test your understanding and ability to apply ideas, to develop transferable skills, and to encourage deeper learning
- **Practical workshops** give you the opportunity to test, clarify, and apply your skills in, for example, video and audio
- **Studio modules** enable hands-on activities and the development of project work in our dedicated IT suite of Mac computers equipped with industry standard software
- The **learning platform** Moodle is used to offer extra resources and learning materials

- **Field trips:** those to the industry and events enable you to see at first hand what you have learnt during lectures and workshops; they will also develop your academic understanding, for example visiting libraries and places of literary importance
- **Online and print publications** offer the chance to write and edit copy, and put into practice typographic and other design work
- **Student presentations** offer the opportunity for self-evaluation and feedback from visitors from industry

The principle of progression has been designed into the curriculum. Level 4 modules are designed to provide a theoretical and practical foundation; at Level 5, you gain core competencies alongside developing your broader understanding of ideas and concepts; at Level 6 the modules offer in-depth study of industry sectors and professional practice. Level 4 modules provide the opportunity to develop disciplinary and professional skills, as well as transferable skills that are essential for successful study at intermediate and advanced levels at Levels 5 and 6. As you progress through the programme greater emphasis is placed on independent learning, more complex problem-solving, and research-orientated tasks: this culminates in the compulsory module Major Project or Dissertation. Learning outcomes in each module have been written with reference to appropriate level descriptors and Bloom's taxonomy. This ensures that the level at which you are tested and assessed becomes increasingly challenging as you progress through the programme.

Formally scheduled contact time for a typical module includes 36 hours of tutor-led sessions as well as feedback on assessment.

5.2 PATHWAYS THROUGH THE DEGREE

There are two pathways for the programme: journalism and book publishing. Students are free to follow one or to keep their degree as broad as possible. Media and media theory is woven through the degree and does not have its own pathways as such, since it is so integrated into both pathways. All the modules on this programme compliment each other in different ways and students are able to shape a degree that reflects both their academic and intellectual interests but also their career aspirations too.

Journalism pathway

Year 1, semester 1 + 2: level 4 compulsory modules:

- Writing and Developing Content
- Understanding Contexts
- The Creative Industries
- Design and Technology
- Storytelling as Experience
- Media Law and Ethics

Year 2, semester 1: compulsory modules

- Essential Journalism
- The Book Publishing Industry
- Typographic Design for Page and Screen

Year 2, semester 2: Journalism and Popular Culture

Year 3, semester 1:

Creative Entrepreneurship - compulsory module
Digital Journalism

Year 3, semester 2: Magazine Publishing

Book Publishing pathway

Year 1, semester 1 + 2: compulsory modules

- Writing and Developing Content
- Understanding Contexts
- The Creative Industries
- Design and Technology
- Storytelling as Experience
- Media Law and Ethics

Year 2, semester 1: compulsory modules

- Essential Journalism
- The Book Publishing Industry
- Typographic Design for Page and Screen

Year 2, semester 2: International Publishing

Year 3, semester 1:

- Creative Entrepreneurship - compulsory module
- Fiction and Non-Fiction
- Death of the Author and the Birth of the Citizen Writer

Year 3, semester 2:

- Children's Publishing
- Digital Product

5.3 ASSESSMENT

The assessment strategy is designed to take a holistic view of the programme, and to ensure that assessment methods are wide ranging and challenging. Assessment methods within each module have been designed to enable students to demonstrate their achievement of the learning outcomes for that particular module. A variety of forms of assessment is used, as is appropriate in a programme where skills and knowledge are of equal relevance to employment and career progression as facility with academic theory and summative assessment. The following are possible types of assessment:

- Essays on academic or research topics
- Business reports and case studies
- Project work across areas such as design, apps, and different forms of publication
- Presentations in role
- Pitches of new ideas and concepts
- Video reports of news stories or documentary features
- Role plays using professional scenarios
- Teamworking assignments

The Level 6 module Creative Entrepreneurship is intended to help students with their personal positioning to engage with and enter the creative industries. The aim is to support students in the creation of an effective portfolio of content, across media formats, to facilitate their career progression.

Formative assessments are included at designated points in each module (for example, in seminars or workshops, and during discussion of your work in progress), ensuring that you receive regular, clear guidance on your work and advice on ways to improve it before you reach a summative assessment point.

For each single-module credit a student is expected to put in 150 hours of study, and assessments have been designed to ensure equity in the demands placed on student effort required, for example, the advised word limit for a 15-credit module set by the University is 3,000 per student. The marking criteria for each assessment task in a module are clearly articulated in each module handbook.

The university's assessment compact is introduced to students at induction and is available in the relevant handbooks. Emphasis is given to the compact throughout the programmes and each module guide has a clear explanation of the assessment compact and how it is applied.

5.4 GRADUATE ATTRIBUTES

Academic literacy is addressed through the development by students of critical thinking, reading, writing, speaking, and listening skills. This understanding is further developed through a range of assignment types, from business reports to the more traditional academic essay.

Research literacy is explicitly addressed in the module on Research and Data Analysis and is fully developed in the Major Project or Dissertation. Research skills are also developed through seminar preparation and case study work, and visits to libraries and archives.

Critical self-awareness and personal literacy is developed through the experience of being part of a highly motivated and diverse cohort of students, engaging in a variety of individual and group tasks. As part of the learning process, students are required to present to fellow students, and participate in seminar debate and discussion.

Digital and information literacy is developed through accessing relevant content from a range of sources. Students also grow their skills in design, digital journalism and publishing and form an understanding of the different ways of presenting information and published content.

Active citizenship issues arise through working in a diverse student cohort, with representatives from around the world. The examination of the culture of the media is an opportunity to stress its importance of its society throughout the world, addressing issues such as ethics, censorship and state support. Modules such as International Publishing and Chinese Language and Culture contribute to the internationalization of the curriculum.

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

Typical offers

UCAS Tariff points: 120

A-Level: BBB or equivalent

This combination of A-level grades would be just one way of achieving the UCAS Tariff points for this course.

IB Diploma: 31 points

BTEC: DDM

Applications are welcomed from candidates with alternative qualifications, and from mature students.

Specific entry requirements

GCSE: Mathematics and English Language at grade C or above

Please also see the University's general entry requirements.

Please see the University's standard English language requirements

6.2 DBS AND OTHER PRE-COURSE CHECKS REQUIRED

n/a

6.3 JOB ROLE/EMPLOYER PROFILE

n/a

SECTION 7: PREPARATION FOR EMPLOYMENT

The programme combines both academic and professional learning, and is targeted at a career in the media sector within the creative industries. The following is a list of common destinations but is in no way exhaustive:

- Creative Industries
- Book Publishing
- Magazine Publishing
- Newspapers
- Digital Journalism
- Public Relations
- Social Media and Content Marketing
- Communications
- Radio and Television
- NGOs
- Arts Administration

Much of our success derives from our extensive links with industry in the UK and internationally. All members of staff have worked in the media and continue their connections through their research and consultancy. We have excellent relationships with publishing houses and trade organizations, and the OICP brand is widely respected. Our alumni are working in a variety of roles throughout the media and we currently have over 700 members of our alumni group on LinkedIn.

Oxford is the home of many global publishing brands and media professionals. A range of visiting speakers from industry are invited during the programme and we run an annual careers day where students can speed-date with professionals from book, magazine and newspaper publishing. We have two members of staff who organize work placement opportunities for students; and our website advertises both work placements and jobs in the industry. Senior media professionals contribute to the work of OICP through our Industry Advisory Board.

There are the opportunities for field trips and working at live events: for example, visits to media and journalism summits, international book fairs or working at the Oxford Literary Festival and the London Book Fair, all of which facilitate live reportage opportunities for aspiring journalists on our programme, enabling students to enhance their writing portfolios.