



Programme Specification (Undergraduate)

FOR ENTRY YEAR: 2021/22

Date created: 09/2017 Last amended: 25/02/2021 Version no. 1

1. Programme title(s) and code(s):

BA Journalism
BA Journalism with a Year Abroad ^

Notes

^ Students may only enter this programme by approved transfer at the end of Year 1

a) [HECOS Code](#)

HECOS Code	%
------------	---

b) UCAS Code

UCAS code: P500

2. Awarding body or institution:

University of Leicester

3. a) Mode of study

Full-time and part-time

b) Type of study

Campus-based

4. Registration periods:

BA Journalism

The normal period of registration is 3 years

The maximum period of registration 5 years

BA Journalism with a year-abroad

The normal period of registration is 4 years

The maximum period of registration 6 years

Part-time

The normal period of registration is 4 years part-time

The maximum period of registration is 7 years part-time

5. Typical entry requirements

A/AS-levels: BBB in relevant subjects, eg Media, English, History, Politics etc

GCSE: B in English Language

Access to HE Diploma: Pass relevant diploma with some credits at distinction.

European Baccalaureate: Pass with 77% overall.

International Baccalaureate: Pass Diploma with 30 points

Cambridge Pre-U: D3/M2/M2 in Principal Subjects.

Leicestershire Progression Accord: BBB plus full

Accord Credits

BTEC Nationals: Full Diploma with DDM.

Other Qualifications: Other national and international qualifications welcomed. Mature students welcomed

Alternative qualifications considered.

6. Accreditation of Prior Learning

Access course considered as equivalent to traditional routes.

7. Programme aims

The **programme** aims to:

- equip students with a demonstrable, critical understanding of the key concepts, theories and debates around Journalism
- help students develop the key professional skills utilised by journalists
- enable students to develop and demonstrate a range of transferable skills necessary for successful career development and a lifetime of effective independent learning
- facilitate student enquiry and development of knowledge of the global context in which journalism operates.

For those on the Year Abroad:

- provide an opportunity for Leicester students to spend their third year abroad, studying at a partner institution in Europe as part of the European Erasmus framework exchange programme or a partner institution on another continent as part of the Study Abroad exchange programme;
- develop study skills in another university following a guided programme of learning for the period spent abroad;
- provide an opportunity for exchange students from partner institutions in another country to study in the United Kingdom;
- provide and build on links between the University of Leicester and its partner institutions
- develop an appreciation of the different approaches to the study of media and communication adopted by different types of scholars.

8. Reference points used to inform the programme specification

- QAA Frameworks for Higher Education Qualifications, <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>
- QAA Benchmarking statement for Communication, Media, Film and Cultural Studies (<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf>
<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/CMF08.pdf>)
- UK Quality Code for Higher Education
- [University Learning Strategy](#)
- [University Assessment Strategy](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data

- Broad aims of industry accreditation bodies, especially the National Council for the Training of Journalists (NCTJ) www.nctj.com and the Broadcast Journalism Training Council (BJTC) www.bjtc.org.uk
- Aims, objectives and standards laid down by various professional regulatory bodies, especially the Independent Press Standards Organisation (IPSO) <https://www.ipso.co.uk/editors-code-of-practice/>
- And the Professional Code of the Office of the Communications Regulator Ofcom
- <https://www.ofcom.org.uk/tv-radio-and-on-demand/broadcast-codes/broadcast-code>

9. Programme Outcomes

a) Discipline specific knowledge and competencies

i) Mastery of an appropriate body of knowledge

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (1000)
Develop and demonstrate the acquisition of the professional skills and attributes needed to produce original journalistic material to a standard acceptable for publication	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1000)
Demonstrate knowledge of: <ul style="list-style-type: none"> - theories and approaches to the study of journalism - the history and development of the news media - the development of journalism as an occupation - contemporary debates about the news industry and its future 	Lectures, seminars, workshops, tutorials, independent study, group work, peer learning	Portfolio, essays (2010)
[Year abroad] Acquire knowledge of different debates and schools of thought in Europe, USA, Australia and New Zealand		

ii) Understanding and application of key concepts and techniques

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1003)
Critically reflect on the place of digital and social media in the 21st century media ecosystem, and apply this knowledge to a professional standard in practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, Essays (1001, 2000)
Investigate and demonstrate the core concepts and skills involved in publication design	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (3001, 3002)
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, group presentation (1002)
Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (2000)
[Year Abroad] Understand and explain the complex role of media and communication within more specific social contexts in Europe, USA, Australia and New Zealand		

iii) Critical analysis of key issues

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (1000, 1001)
Demonstrate knowledge of: - theories and approaches to the study of journalism - the history and development of the news media - the development of journalism as an occupation - contemporary debates about the news industry and its future	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (2010)
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Essays, portfolio, group (1002) presentation
[Year abroad] Demonstrate the ability to analyse media and communication processes and sociological approaches through different cultural contexts, political and social structures.		

iv) Clear and concise presentation of material

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Recognise, describe, produce and write a variety of news formats to professional standard	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1000, 1003, 2001)

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Develop and demonstrate the acquisition of the professional skills and attributes needed to produce original journalistic material to a standard acceptable for publication	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essay (1000, 1003, 2001)
Demonstrate knowledge of: <ul style="list-style-type: none"> - theories and approaches to the study of journalism - the history and development of the news media - the development of journalism as an occupation - contemporary debates about the news industry and its future 	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1XXX, 2XXX, 2010)
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Lectures, seminars, tutorials, independent study, group work, peer learning	Portfolio (1002)
Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation	Tutorials, independent study, lectures.	Investigation (3000)

v) Critical appraisal of evidence with appropriate insight

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (1000, 10001, 1002)
Critically reflect on the place of digital and social media in the 21st century media ecosystem, and apply this knowledge to a professional standard in practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (1001, 2000)
Describe and evaluate recent research on news and journalism	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (1001, 2010, 2XXX)

vi) Other discipline specific competencies

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Investigate and demonstrate the core concepts and skills involved in publication design	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolios, essays, group presentations. (3001, 3002)
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Portfolio (1002, 3002)
Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise	Workshops tutorials, group work, independent study, peer learning.	Portfolio (2000)
[Year Abroad] Demonstrate inter-cultural awareness and understanding		

b) Transferable skills

i) Oral communication

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning	Portfolios, essays, group presentations. (1002)
Develop existing skills and acquire new competences that will enable you to assume significant responsibility within organisations	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Group presentations, portfolios (3001)

ii) Written communication

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Recognise, describe, produce and write a variety of news formats to professional standard	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1000, 1003)
Demonstrate knowledge of: <ul style="list-style-type: none"> - theories and approaches to the study of journalism - the history and development of the news media - the development of journalism as an occupation - contemporary debates about the news industry and its future 	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Essays (1001, 2010)

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Demonstrate skills in: - communication (formulating, articulating arguments through writing) - word processing and presentation - analysis and critical evaluation - time management (attending lectures and seminars; meeting assessment deadlines)	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (1001, 2010)
Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation.	Tutorials, independent study, lectures.	Investigation. (3000)

iii) Information technology

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically reflect on the place of digital and social media in the 21st century media ecosystem, and apply this knowledge to a professional standard in practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Essays (1001, 2000)

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Demonstrate skills in: - communication (formulating, articulating arguments through writing) - word processing and presentation - analysis and critical evaluation - time management (attending lectures and seminars; meeting assessment deadlines)	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (1001, 2010)

iv) Numeracy

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Demonstrate skills in: - communication (formulating, articulating arguments through writing) - word processing and presentation - analysis and critical evaluation - time management (attending lectures and seminars; meeting assessment deadlines)	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (2010)
Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise	Workshops tutorials, group work, independent study, peer learning.	Portfolio (2000)

v) Team working

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Investigate and demonstrate the core concepts and skills involved in publication design	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (3001, 3002)

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Portfolios, essays, group presentations. (1002)
Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise	Workshops tutorials, group work, independent study, peer learning.	Portfolio (2000)
Develop existing skills and acquire new competences that will enable you to assume significant responsibility within organisations	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning	Group presentations, portfolios (3001. 3002)

vi) Problem solving

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Investigate and demonstrate the core concepts and skills involved in publication design	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (3001)
Describe and evaluate recent research on news and journalism	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (1001, 2010, 2XXX)
Demonstrate knowledge of: <ul style="list-style-type: none"> - theories and approaches to the study of journalism - the history and development of the news media - the development of journalism as an occupation - contemporary debates about the news industry and its future 	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (1XXX, 1001, 2010, 2XXX)

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically evaluate different approaches to concepts around the ethics and regulation of journalism	Lectures, seminars, tutorials, independent study, group work, peer learning	Essays (1002)
Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise	Workshops, lectures, seminars, tutorials, group work, independent study, peer learning.	Portfolio (2000)
Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation	Tutorials, independent study, lectures.	Investigation (3000)

vii) Information handling

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Recognise, describe, produce and write a variety of news formats to professional standard	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1000)
Develop and demonstrate the acquisition of the professional skills and attributes needed to produce original journalistic material to a standard acceptable for publication	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (1000)
Apply the principles of entrepreneurial journalism and deploy the key techniques in order to propose an entrepreneurial journalism enterprise	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (2000)

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Develop existing skills and acquire new competences that will enable you to assume significant responsibility within organisations	Workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio (3001)
Plan, conduct and report on an independent research project; conduct a review of literature relevant to their project; demonstrate the use of appropriate theory, method and empirical analysis; show evidence of critical analysis and reflection in their investigation	Tutorials, independent study, lectures.	Investigation (3000)

viii) Skills for lifelong learning

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Critically reflect on news and journalism as a concept, its professional production and application, and key concepts in contemporary academic debates about journalistic practice	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (1000)
Demonstrate skills in: - communication (formulating, articulating arguments through writing) - word processing and presentation - analysis and critical evaluation - time management (attending lectures and seminars; meeting assessment deadlines)	Lectures, seminars, workshops, practicals, tutorials, independent study, group work, peer learning	Portfolio, essays (2010)

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
[Year Abroad] Demonstrate strategies for self-monitoring and continued maintenance and development of skills in a different culture and institutions		

10. Progression points

This programme follows the standard Scheme of Progression set out in [Senate Regulations](#) – see the version of Senate Regulation 5 governing undergraduate programmes relevant to the year of entry.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course. There is no requirement to pass the non-credit bearing modules for the purposes of progression.

Progression Points with a Year Abroad

According to Senate Regulation 5.29, in the case of four-year programmes in which the year out does not count towards the final classification, the second and fourth years are used in determining the degree class, according to the standard scheme for three year programmes.

Application to Transfer from single subject BA to BA with a Year Abroad

Students are invited to apply at the end of their first year to transfer to the BA with a Year Abroad. Students are selected on the basis of their first year average of 60% and above with those obtaining the highest average having priority. In addition, performance is also reviewed, taking into account such indicators as attendance and observation of academic obligations. Absence from tutorials without mitigating circumstances and non-submission of required coursework would be examples of poor performance and would result in an application being rejected.

Progression from 2nd year to year abroad

Students may progress to the year abroad with no failed modules in year 2 and with an average mark of 60% from year 1 and 2. Good attendance and observation of academic obligations must continue to be maintained throughout year 2. Failure to do so may result in the opportunity to study abroad being withdrawn.

Progression from year abroad to final year

For the year abroad year students are required to complete the equivalent of 60 ECTS if studying at a European partner institution or an equivalent number of credits at one of the International partner institutions.

For a student to progress to the final year of the BA with a Year Abroad programme the student has to achieve an average of 50% for the whole year. If a student has failed to achieve an average of 50% for the year, including resit options as per the partner institution's rules, by the September Board of Examiners, the Board will consider whether the student should have to

transfer on to the single subject BA for their final year, taking their overall attendance and observation of academic obligations into consideration.

a) Course transfers

Transfers from BA Journalism to other subjects will be permitted, subject to the agreement of the receiving subjects. Transfers into the BA Journalism will only be permitted into the first year, due to the incremental and skills-building nature of the programme. To permit transfers into the second and third years would be detrimental to the academic success of students wishing to transfer.

11. Criteria for award and classification

This programme follows the standard scheme of undergraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation 5 governing undergraduate programmes* relevant to the year of entry.

12. Special features

Employability is embedded into the programmes through the provision of modules JO1005 Journalism Employability in the first year and JO2004 (Year 2 Placement) in the second year, both of which encourage and facilitate the development of student skills and attributes which will help the student make themselves more employable on graduation.

Students may apply to transfer to the BA (with a Year Abroad) after successful completion of the first year and subsequent successful completion of the second year.

The BA with a Year Abroad provides for students spending their third year at one of our partner institutions and then returning to Leicester for their final year.

Our partner institutions for the BA with a Year Abroad are currently:

- Erasmus University Rotterdam (Netherlands)
- Ludwig Maximilian University of Munich (Germany)
- Charles University Prague (Czech Republic)
- Deakin University (Australia)
- University of Windsor (Canada)
- Unitec (New Zealand)
- Illinois State University (USA)
- The University of Tulsa (USA)
- University of Miami – Coral Gables (USA)
- California State University, Long Beach (USA)

This list is subject to change at short notice.

The exchange is a 'cultural exchange', so that students cannot apply to study at a University in a country/region from which they originally come.

Applications to transfer on to the BA with a Year Abroad degree are made towards the end of the first year. Students are selected on the basis of their first year marks.

13. Indications of programme quality

Student achievement, NSS scores, external examiner reports, periodic review reports, graduate employment and destinations.

14. External Examiner(s) reports

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at exampapers@Leicester [log-in required]

15. Summary of programme/pathway delivery and assessment

Single Honours BA Journalism students study key concepts, theories and research into journalism in JO1001 and develop their contextual knowledge of journalism in JO1002. They will acquire a full understanding of the wider field of Media and Communication in MS1001 and its history through MS1011 Media Origins.

In their second year, they will study and acquire skills in Broadcast Journalism (JO2001) and develop techniques for researching journalism in MS2016.

In their third year, students will study to conduct a Journalism investigation (JO3000) and select optional modules to make up their credit level. See below for details of optional modules.

Journalism students will also develop their employability in JO1004 and will be able to choose to carry out an industrial/professional credit-bearing placement (JO2004).

Third year students will choose an area of Journalism to study and research for their Journalism Investigation and make up their credits with a choice of two optional modules (see below for details).

As well as new Journalism modules, within the School a number of very relevant third year optional modules, reflecting academics' research interests, already existed and a selection of these will also be offered to Journalism students.

The separate academic years do not stand alone. Each academic year builds on the skills and understanding built up at the previous level, appropriate to the number of modules and variant of degree format being studied by the student.

Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

BA Journalism

Level 4/Year 1 2021/22

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	Choose an item.	60 credits	60 credits
Optional	Choose an item.	Choose an item.	Choose an item.

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	MS1001	Introduction to Media and Communication	30 credits
Sem 1	JO1000	News Basics	15 credits
Sem 1	MS1011	Media Origins	15 credits
Sem 1	MS1009	Introduction to Academic Skills	0 credits

Delivery period	Code	Title	Credits
Sem 2	JO1001	Key Concepts in Journalism	30 credits
Sem 2	JO1003	Features Journalism	15 credits
Sem 2	JO1002	Journalism Ethics and Regulation	15 credits
Sem 2	JO1004	Journalism Employability	0 credits

Notes

n/a

Level 5/Year 2 2022/23

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	Choose an item.	45 credits	45 credits
Optional	Choose an item.	15 credits	15 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	JO2006	Digital and Social Media Journalism- Context and Practice	30 credits
Sem 1	JO2001	Broadcast Journalism 1	15 credits
Sem 1	MS2013	Professionalism and Employment in the Media	0 credits
Sem 2	MS2016	Media and Communication Research in Practice	30 credits

Delivery period	Code	Title	Credits
Sem 2	MS2010	Journalism Studies	15 credits

Notes

[n/a]

Option modules

Delivery period	Code	Title	Credits
Semester 1	MS2000	The Production of News	15 credits
Semester 1	MS2001	Political Communication	15 credits
Semester 2	JO2003	Broadcast Journalism 2	15 credits
Semester 2	JO2004	Magazine Journalism	15 credits

Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

Level 6/Year 3 2023/24

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	30 credits	15 credits	15 credits
Optional	Choose an item.	30 credits	30 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Year long	JO3000	Journalism Investigation	30 credits
Sem 1	JO3001	Publishing Project 1	15 credits
Sem 2	JO3002	Publishing Project 2	15 credits

Notes

n/a

Option modules

Delivery period	Code	Title	Credits
Semester 1	JO3006	Journalism Placement	15 credits
Semester 1	MS3009	The Media, Celebrity and Fan Culture	15 credits
Semester 1	MS3024	Reporting Panics	15 credits
Semester 1	JO3007	Political Journalism	15 credits
Semester 2	JO3003	Sports Journalism	15 credits
Semester 2	JO3005	Financial Journalism	15 credits
Semester 2	JO3004	Data Journalism	15 credits
Semester 2	MS3025	Online Journalism: Theory and Practice	15 credits
Semester 2	MS3026	Community Radio in Practice	15 credits
Semester 2	MS3027	Writing for PR	15 credits

Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

Updates to the programme

Academic year affected	Module Code(s)	Update
2022/23	JO2000 and JO2006	Core module JO2000 replaced with JO2006 'Digital and Social Media Journalism – Context and Practice'
2022/23	MS2013	MS2013 additional zero credit core module with Leicester Award Gold embedded

Appendix 2: Module specifications

See undergraduate [module specification database](#) (Note - modules are organized by year of delivery).

Appendix 3: Skills matrix

	MS1001	MS1003	MS1009	MS1010 Creative Audiences	MS2000	MS2001	MS2006	MS2009	MS2012	MS2013	MS2016 Media and Communication Research in Practice	MS3000	MS3003	MS3004	MS3005	MS3008	MS3009	MS3011	MS3013	MS3014	MS3021	MS3022	MS3024	MS3025	MS3027	MS3019 Advertising and Consumer Culture
Programme Learning Outcomes																										
(a) Discipline specific knowledge and competencies																										
(vi) Other discipline specific competencies																										
Multimedia or video production techniques											X					X										
Media research methodology																										
Online journalism techniques																									X	
(b) Transferable skills																										
(i) Oral communication																										
Make verbal presentations to a variety of audiences						X	X	X				X	X		X				X		X			X		
Demonstrate ability to choose appropriate format/language						X	X	X				X	X		X				X		X			X		
Use appropriate presentation aids						X	X	X				X	X		X				X		X			X		
(ii) Written communication																										
Produce a variety of work in different formats	X	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
Effective communication of ideas and arguments	X	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
Critically review own work	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
(iii) Information technology																										
File creation management and storage																										
Use of electronic sources including internet, email, library cat.	X	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
Word processing inc. formatting and charts, graphs	X	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X
Use of spreadsheets, charts, and graphs																										
(iv) Numeracy																										
Manipulate/present figures to support an idea or argument	X	X			X	X	X				X		X	X	X	X						X	X		X	
Graphical display of data													X	X	X	X						X	X		X	
Draw appropriate conclusions from numerical/graphical data	X	X			X	X	X				X		X	X	X	X						X	X		X	
Appreciate basic concepts in research	X			X							X			X	X	X										
Calculate and use simple statistics e.g. means																										

	MS1001	MS1002	MS1003	MS1006	MS1009	MS1011 Media Origins	MS1010 Creative Audiences	MS2000	MS2001	MS2003	MS2005	MS2006	MS2009	MS2010	MS2012	MS2013	MS2016 Media and Communication Research in Practice	MS2017 Television Studies	MS3000	MS3003	MS3004	MS3005	MS3030	MS3009	MS3011	MS3013	MS3014	MS3021	MS3022	MS3024	MS3025	MS3026	MS3027	MS3019 Advertising and Consumer Culture	
Programme Learning Outcomes																																			
(a) Discipline specific knowledge and competencies																																			
(vi) Other discipline specific competencies																																			
Multimedia or video production techniques				X						X																								X	
Media research methodology						X											X							X											
Online journalism techniques																																X			
(b) Transferable skills																																			
(i) Oral communication																																			
Make verbal presentations to a variety of audiences		X		X						X	X	X	X	X					X	X			X				X		X			X	X		
Demonstrate ability to choose appropriate format/language		X		X						X	X	X	X	X					X	X			X				X		X			X	X		
Use appropriate presentation aids		X		X						X	X	X	X	X					X	X			X				X		X			X	X		
(ii) Written communication																																			
Produce a variety of work in different formats	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X
Effective communication of ideas and arguments	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X
Critically review own work	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X
(iii) Information technology																																			
File creation management and storage													X		X		X		X				X		X	X	X								
Use of electronic sources including internet, email, library cat.	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X
Word processing inc. formatting and charts, graphs	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X
Use of spreadsheets, charts, and graphs										X								X					X												
(iv) Numeracy																																			
Manipulate/present figures to support an idea or argument	X	X	X					X	X	X	X	X		X					X	X	X	X	X					X	X			X			
Graphical display of data										X									X				X												
Draw appropriate conclusions from numerical/graphical data	X	X	X			X		X	X	X	X	X		X					X	X	X	X	X				X	X			X				
Appreciate basic concepts in research	X	X		X		X	X			X								X					X												
Calculate and use simple statistics e.g. means										X													X												
(v) Team working																																			
Work as a group		X		X	X					X	X	X	X			X			X							X						X	X		
Work with the strengths and weaknesses of others		X		X						X	X	X	X						X							X					X	X			
Evaluate the contribution of others		X		X						X	X	X	X						X							X					X	X			
Appreciate the strengths and weaknesses of team working		X		X						X	X	X	X						X						X					X	X				