

## PROGRAMME SPECIFICATION

|  |   |
|--|---|
| <b>Awarding body/institution</b>   | Glyndŵr University  |
| <b>Teaching institution</b> (if different from above)  |   |
| <b>Details of accreditation by a professional, statutory or regulatory body</b> (including link to relevant website) | Accredited by the National Council for the Training of Journalists (NCTJ) 2013-15<br><a href="http://www.nctj.com/">http://www.nctj.com/</a>  |
| <b>What type of accreditation does this programme lead to?</b>   | The Certificate of HE in Journalism is accredited by the National Council for the Training of Journalists. The programme allows students to sit the NCTJ Diploma in Journalism exams alongside their Glyndŵr University Certificate of HE assessment. |
| <b>Is accreditation in some way dependent on choices made by students?</b>   | No  |
| <b>Final award/s available</b><br><br>eg BSc/DipHe/CertHE  | Certificate of Higher Education   |
| <b>Award title</b>   | Certificate of Higher Education in Journalism   |
| <b>JACS 3 code</b>   | P500  |
| <b>UCAS code</b> (available from Admissions)   | N/A   |
| <b>Relevant QAA subject benchmark statement/s</b>  | Communication, Media, Film and Cultural Studies   |
| <b>Other external and internal reference points used to inform the programme outcomes</b>                            | National Council for the Training of Journalists Diploma in Journalism  |
| <b>Mode/s of study</b><br>( <i>p/t, f/t, distance learning</i> )   | Part time   |
| <b>Language of study</b>   | English   |
| <b>Date at which the programme specification was written or revised</b>  | March 2014  |

## Criteria for admission to the programme

Glyndŵr University's standard entry criteria will apply for admission to this programme. In accordance with the university's admission policy, the programme seeks to offer opportunities to anyone able to benefit from this programme of study regardless of age, gender, ethnicity, social or educational background.

Applicants will normally be expected to hold five GCSE subjects including English or Welsh and Mathematics at Grade C or above (or equivalent 'O' Levels, CSE grades or Key Skills) and in addition students will normally be expected to have one of the following qualifications at Level 3:

- Passes in at least two GCE (A2) A levels
- Advanced Vocational Certificate double award
- An Advanced GNVQ, BTEC National Certificate or Diploma or OCR Certificate, Diploma or Extended Diploma.
- Scottish Highers or Irish Leaving Certificate Higher Level
- International Baccalaureate or equivalent European or International qualifications or their equivalencies
- Kite marked Access to HE Certificate
- Other qualifications equivalent to the above.

The UCAS points tariff for entry with the relevant qualifications above will be 120 points.

In addition, applicants for the programme will need to demonstrate an aptitude for a career in journalism by gaining at least 50% in the NCTJ's pre-entry test or a similar test devised by Glyndŵr University/NWN Media endorsed by the NCTJ. This is a requirement of NCTJ accreditation.

Candidates with no formal education must demonstrate evidence of an ability to study at a higher education level. The interview panel may require candidates to undertake a piece of written work, in addition to the aptitude test, to demonstrate their capacity to study at the appropriate level. The interview panel may also require candidates to complete a period of work experience in an appropriate newsroom environment to ensure a full understanding of the requirements of the placement.

The recruitment process will be managed and supervised by the Glyndŵr University programme leader. NWN Media will be given the opportunity to see potential student application forms before places are offered on the programme and the final offer of placements will be agreed between Glyndŵr University and NWN Media. Places on the programme will be subject to the availability of work placements.

## Aims of the programme

Whilst it is recognised that a key aspect of the programme is ensuring that students have sufficient knowledge to enable them to practise as journalists, it also recognises that an important element of the continuous learning process is the capacity to reflect on action. To this end the programme builds on the recommendations in the QAA Benchmark Statement for Communication, Media, Film and Cultural Studies.

The aims for the Certificate of Higher Education in Journalism will be:

- To develop knowledge and critical understanding of the concepts and techniques of the fields of knowledge involved in the programme.
- To encourage innovation, creativity and enterprise, and to foster flexibility, adaptability, independence and critical reasoning.
- To understand and analyse the role of the media and news journalists in modern society.
- To present an argument in written, oral and, where appropriate, visual form in a clear, lucid and rigorous manner.
- To develop media-specific and broader intellectual and transferable skills and abilities for a career in either a specialist journalism-related profession or the general media industry.
- To develop students' ability to produce their own writing and work, edit the work of others and demonstrate a practical sense of context, audience and effectiveness.
- To provide students with experience of the processes of development of journalistic material including collaboration, drafting, and revision.
- To develop a level of practical and generic skills related to news assessment, news gathering, writing and production.
- To develop critical, professional and ethical rigour in the practical application of media practices.
- To develop generic and transferable practical skills in multimedia environments.

On completion of the programme a typical student should be able to demonstrate:

- Understanding and experience of a variety of professional practices within media and communication industries.
- A firm grasp of journalistic styles across different media platforms and in news gathering and content production for specific audiences.
- A flexible approach to working across a variety of media technologies and the various genres and content structures within those fields.
- Knowledge of the essential principles of media law and public affairs and a familiarity with the regulatory bodies and the functions that each performs.
- The ability to work across a variety of group and independent modes of study, and within these to demonstrate flexibility, creativity, and the capacity for critical self-reflection.
- Generic and transferable skills including project management, people management, independent working, and critical reflection and inter-personal skills.
- The ability and confidence to work effectively, collaboratively and efficiently in teams.
- The knowledge and competence to operate in a professional, legal and ethical manner

## **Distinctive features of the programme**

The programme has been designed to:

- embed newsroom work placements which provide integrated delivery of parts of the curriculum and offer essential industry experience leading to an enhanced CV and portfolio of real life journalism;
- provide access to NCTJ qualifications for employed trainee journalists on a “day release” basis;
- provide access to NCTJ qualifications within North Wales;
- enable students to succeed in their NCTJ Diploma of Journalism exams;
- provide students with the essential skills and experience to start a career in journalism or media related professions.

## **Programme structures and requirements, levels, modules, credits and awards**

The programme is available over one year and two years. The two year option is used by NWN Media for its employed trainee journalists who complete the programme over two years, attending university one day each week. They complete one module plus shorthand in the first year and the remaining three modules in the second year. One-year programme students who are given jobs by newspapers during the programme can move to the two-year programme.

### **Programme structure (one-year)**

- 37 weeks between September and October
- Four modules of 30 credits each
- Each module delivered across 37 weeks
- 34 weeks directed study
- 24 weeks integrated work placement
- 3 weeks self-directed study

The programme includes 120 teaching hours of shorthand in accordance with the NCTJ Diploma in Journalism

### **Programme structure (two-year)**

- Two years of 37 weeks
- One modules of 30 credits plus shorthand in first year
- Three modules of 30 credits in second year

(Two year structure available to employed trainee journalists as a "day release" programme)

### **Attendance and engagement**

- Two days directed study at university
- Two days supervised work placement

### Modes of study

- Formal lectures
- Supervised work placement
- Tutorials
- Industry speakers and visits

### Award requirements

Certificate of HE in Journalism awarded on successful completion of 120 credits at level 4

| <b>Certificate of Higher Education in Journalism</b> |                  |                      |                |                      |
|--|------------------|----------------------|----------------|----------------------|
| <b>Module</b>  | <b>Trimester</b> | <b>Core/optional</b> | <b>Credits</b> | <b>Module leader</b> |
| HUM426 Practical Journalism                          | 1,2 and 3        | Core                 | 30             | Janet Jones          |
| HUM425 Journalism in Society                         | 1,2 and 3        | Core                 | 30             | Janet Jones          |
| HUM424 Media Law and Regulation                      | 1,2 and 3        | Core                 | 30             | Janet Jones          |
| HUM427 Advanced Specialist and Technical Skills      | 1, 2 and 3       | Core                 | 30             | Janet Jones          |

### Intended learning outcomes of the programme

**On completion of the Certificate of HE in Journalism students will be able to:**

#### **A) Knowledge and understanding**

- A1: Understand the processes of news production, distribution and consumption across a range of multimedia platforms.
- A2: Understand and apply knowledge of media law, public affairs and ethics to their professional conduct and have a detailed knowledge of the regulatory journalistic bodies that govern best media practise.
- A3: Apply knowledge of a specialist area of journalism in the production of relevant news packages across a range of multimedia platforms
- A4: Use applied research methods and practices to produce news stories, features, packages and other media products.

#### **B) Intellectual skills**

- B1: Produce ideas within the context of a larger programme, commissioning structure or freelance context.
- B2: Understand and evaluate their practical work and that of others.
- B3: Consider arising problems in a professional and responsible manner during busy and intense practical production periods.

B4: Demonstrate professional communication skills in designing, developing and delivering specialised media products for a variety of audiences and clients.

**C) Subject skills**

C1: Operate effectively and flexibly within a practical multi-media environment.

C2: Apply media-specific research skills to practical assignments and display subject-based skills.

C3: Demonstrate proficiency in IT equipment and media specific software programmes.

C4: Produce work that demonstrates the effective use of the written and spoken word and images to a high standard.

C5: Respond quickly and effectively to a demanding brief within a pressured practical news environment.

C6: Apply a working knowledge of the journalistic and working practices involved in specific sectors with the ability to cross over skills as and when required.

**D) Practical, professional and employability skills**

D1: Work in a flexible and independent manner showing communication skills, self-discipline and self-direction suitable for any media environment.

D2: Deliver projects, material and ideas to a given length, format and brief within a professional, legal and ethical framework.

D3: Meet production deadlines demonstrating the ability to co-ordinate personal and team skills.

D4: Apply practical and creative skills in adapting to the requirements of employers, consumers, sources or contributors.

D5: Operate in a professional, legal and ethical manner complying with legal restraints, industry regulation and best ethical practice.

**CURRICULUM MATRIX** demonstrating how the overall programme outcomes are achieved and where skills are developed and assessed within individual modules.

|   |                   | <i>Knowledge and understanding, intellectual skills, subject skills, and practical, professional and employability skills</i> |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-------------------|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>Module Title</i>                             | <i>Core / Opt</i> | <i>A1</i>   | <i>A2</i> | <i>A3</i> | <i>A4</i> | <i>B1</i> | <i>B2</i> | <i>B3</i> | <i>B4</i> | <i>C1</i> | <i>C2</i> | <i>C3</i> | <i>C4</i> | <i>C5</i> | <i>C6</i> | <i>D1</i> | <i>D2</i> | <i>D3</i> | <i>D4</i> | <i>D5</i> |
| HUM426 Practical Journalism                     | C                 | √   |           |           | √         | √         | √         | √         | √         | √         | √         |           | √         | √         |           | √         | √         | √         | √         | √         |
| HUM427 Advanced Specialist and Technical Skills | C                 | √   |           | √         | √         | √         |           |           | √         | √         | √         | √         | √         | √         | √         | √         | √         | √         | √         | √         |
| HUM425 Journalism in Society                    | C                 |   | √         |           | √         |           |           |           |           |           | √         | √         |           |           | √         |           | √         |           | √         | √         |
| HUM424 Media Law and Regulation                 | C                 |   | √         |           | √         |           |           | √         | √         |           | √         |           |           | √         | √         |           | √         |           |           | √         |

### **Learning and teaching strategy used to enable outcomes to be achieved and demonstrated**

Learning and teaching will be delivered through:

- Formal lectures to deliver the knowledge and theory based sections of the programme. They will enable students to develop a sound understanding of the principles of journalism and the knowledge and skills they need to become effective practitioners operating in a professional, legal and ethical manner.
- Case studies and group working to apply and develop practical skills and theory. This will also be used to promote discussion, creative thinking and practise problem solving skills.
- Portfolios of work linking work based learning with knowledge and theory by demonstrating competence in a range of journalism situations alongside the ability to analyse and reflect on the application of that knowledge.
- Guest practitioner lectures will be drawn from the journalism industry as well as the judicial system, national and local government
- External visits to courts, councils, tribunals, inquiries as part of embedded work placements.
- Tutorials with individual students to provide feedback and assess individual vocational and academic progress.
- Placement reviews within the work placement to include the student, tutor and placement mentor to ensure the integration and co-ordination of the placement and university studies.

### **The work-based/placement learning statement**

The Certificate of Higher Education in Journalism is partly delivered through work based and placement learning provided by NWN Media and other media organisations. A programme for the management of that work-based and placement learning is in operation to reflect the precepts of the QAA code of practice for the assurance of academic quality and standards in higher education, Section 9, work based and placement learning, September 2007.

Students attend a work-based placement within a professional newsroom for two days each week for 24 weeks of the programme. They are supervised by a senior journalist who acts as the student's mentor through the placement and organises their work from day-to-day. The placement is overseen by the Glyndŵr University programme leader through six weekly student/mentor/tutor reviews which take place in the placement office. An annual meeting is organised between tutors and mentors for feedback on both sides of the placement programme

The collaboration with NWN Media is achieved through:

- A memorandum of understanding between Glyndŵr University and NWN Media outlining the roles and responsibilities of each organisation;
- A handbook to students including a clear statement of roles and responsibilities and their own professional conduct;
- A clear schedule of assignments to be completed by students linked to each module and assessment;
- A system of work based mentors drawn from NWN Media's senior journalists;
- An annual review meeting with mentors;
- An induction meeting with students and mentors at the start of each programme;
- Regular reviews between students, Glyndŵr University staff and NWN mentors during the programme;
- Assessment through reflective reports in portfolios of work;
- An annual meeting with NWN Media executives for feedback and monitoring;
- Oversight by the NCTJ through the bi-annual accreditation programme of the placement arrangements.

The Certificate of Higher Education in Journalism may also negotiate placements with other news organisations. In the past these have included the Midland News Association and Capital/Heart FM Radio. The supervision of work based learning in these circumstances is achieved by:

- A memorandum of understanding between Glyndŵr University and the relevant news group outlining the roles and responsibilities of each organisation;
- A handbook to students including a clear statement of roles and responsibilities and their own professional conduct within the workplace.
- A clear schedule of assignments to be completed by students and mentors linked to each module and assessment;
- The appointment of a senior journalist as a work based mentor
- The inclusion of the mentor in the annual review meeting with mentors;
- An induction session for the student with the placement provider
- Regular reviews between students, Glyndŵr University staff and the mentor during the programme.

### **Welsh Medium Provision**

The current University Policy for assessment through the medium of the Welsh language will apply to this Programme. Learners will be informed on the detail of this as part of the application/enrolment and induction process. Students are entitled to submit assessment in Welsh. The programme however will be delivered through the medium of English.

### **Assessment strategy used to enable outcomes to be achieved and demonstrated**

The assessment strategy will be student and industry centred, reflecting the requirements of the news and media industry as well as offering students the chance to reflect on their own working practice.

All modules will make extensive use of coursework and work-based learning to be brought together in a portfolio of work as a summative assessment. This work will range across essays, reports, in-class tests and practical work. Students will be assessed on the basis of their knowledge and understanding, professional and technical skills and intellectual skills. While the indicative word count for each module assessment may not follow precedents of Level 4 HE

programmes, they have intentionally been set at a low number in order to reflect the extra discipline required to produce high quality work in a succinct and concise form. This will ensure graduates are prepared for the strict professional requirements of the media industry.

Assessment is co-ordinated between modules to ensure diversity and a range of assessment submission dates where possible. Specific assessment tasks are incorporated into each module guide and relate to specific learning outcomes.

The requirements of the NCTJ suite of eight preliminary qualifications are at the core of the programme. These include media law, public affairs, news writing and a reporter's portfolio. In addition to the assessment of the Certificate of Higher Education in Journalism, students also sit all the NCTJ Diploma in Journalism exams during the programme.

Students who successfully complete the programme and pass all the NCTJ assessments achieve two parallel qualifications: the Glyndŵr University Cert HE in Journalism and the NCTJ Diploma in Journalism. The Cert HE assessment is based on preparation for the NCTJ exams and portfolio plus reflection and analysis of working practice within the placement.

Students will be required to achieve 120 credits from the four Glyndŵr University modules to be awarded the Glyndŵr University Certificate of Higher Education in Journalism.

Currently the shorthand element of the programme is not included in the assessment of the programme. However the team is to investigate ways in which it can be incorporated into the level 4 assessment.

| <b>Cert HE in Journalism Assessment overview<br/>(detailed indicative schedule overleaf)</b> |   |                           |                                   |
|--|---|---------------------------|-----------------------------------|
|  | <b>Assessment type and weighting</b>          | <b>Assessment loading</b> | <b>Indicative submission date</b> |
| HUM426 Practical Journalism  | 100% Summative Portfolio                      | 3,000 words               | Week 34                           |
| HUM427 Advanced Specialist and Technical Skills  | 100% Summative Portfolio                      | 3,000 words               | Week 34                           |
| HUM425 Journalism in Society   | 75% Summative Portfolio<br>25% In-class test  | 2,250 words<br>1 hour     | Week 34<br>Week 11                |
| HUM424 Media Law and Regulation  | 50% Summative Portfolio<br>50% In class tests | 1,500 words<br>2 hours    | Week 34<br>Weeks 8,13,18, 22      |

### Indicative assessment schedule

| Academic Calendar |        | Student week no. | NCTJ Diploma                                |                         |                          |                             |                           | Cert HE in Journalism            |                             |   |                               |                      |                      |
|-------------------|--------|------------------|---|-------------------------|--------------------------|-----------------------------|---------------------------|----------------------------------|-----------------------------|---|-------------------------------|----------------------|----------------------|
|                   |        |                  | Shorthand                                   | Reporting & E-portfolio | Essential Public Affairs | Video Journalism for Online | Media Law Court Reporting | Essential Media Law & Regulation | HUM426 Practical Journalism | HUM427 Advanced Specialist & Technical Skills | HUM425 Journalism in Society  | HUM424 Media Law     |                      |
| 9                 | 22-Sep | 0                | <b>Enrolment and Programme Introduction</b> |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 10                | 29-Sep | 1                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 11                | 06-Oct | 2                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 12                | 13-Oct | 3                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 13                | 20-Oct | 4                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 14                | 27-Oct | 5                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 15                | 03-Nov | 6                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 16                | 10-Nov | 7                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 17                | 17-Nov | 8                |   |                         |                          |                             |                           |                                  |                             |   |                               | <b>In-class test</b> |                      |
| 18                | 24-Nov | 9                |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 19                | 01-Dec | 10               |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 20                | 08-Dec | 11               |   |                         |                          |                             |                           |                                  |                             |   | <b>In-class test (ethics)</b> |                      |                      |
| 21                | 15-Dec | 12               |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 22                | 22-Dec | -                | <b>Christmas Vacation</b>                   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 23                | 29-Dec |                  |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 24                | 05-Jan | 13               |   |                         |                          |                             |                           |                                  |                             |   |                               |                      | <b>In-class test</b> |
| 25                | 12-Jan | 14               |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |
| 26                | 19-Jan | 15               |   |                         |                          |                             |                           |                                  |                             |   |                               |                      | <b>Exam</b>          |
| 27                | 26-Jan | 16               |   |                         |                          |                             |                           |                                  |                             |   |                               |                      | <b>60wpm exam</b>    |
| 28                | 02-Feb | 17               |   |                         |                          |                             |                           |                                  |                             |   |                               |                      |                      |



## Assessment regulations that apply to the programme

Academic Regulations for Bachelor Degrees, Diplomas, Certificates, and Foundation degrees apply to this programme.

## Programme Management

### Programme team:

The Certificate of HE in Journalism programme leader is **Janet Jones**. She is an experienced journalist with over 30 years in the industry. She was a journalism tutor with the Midland News Association newspaper group training school before joining Glyndŵr University.

Tutors also include:

**Jon Simcock** who is also an experienced journalist and was deputy editor and news editor at the Shropshire Star before moving into journalism lecturing.

**David Atkinson** who has expertise in magazine and on-line journalism as a freelance travel writer for national publications, magazines and on-line.

The programme team is further strengthened by input from industry experts from NWN Media who deliver guest lectures and workshops throughout the programme.

### Quality management

- Students' assessment portfolios are second marked within the broadcasting and journalism team
- Assessments are submitted to the external examiner for approval at the start of each academic year
- A sample is submitted to the external examiner for comment
- The NCTJ re-accredits the programme every two years
- The team meets regularly to evaluate progress and amend teaching and assessment where appropriate

### Feedback from students and stakeholders

- A student evaluation of module exercise is carried out in individual modules during the programme
- Students and mentors give feedback at the regular placement reviews
- The programme leader meets with NWN Media executives annually for two-way feedback on the programme
- A mentor meeting is organised at the end of each programme to update mentors on any changes and gather feedback
- A representative of the student cohort attends the NCTJ Student Council

### Research and scholarship

Janet Jones is a senior examiner for the National Council for the Training of Journalists and former chair and chief examiner for one of the NCTJ exam boards. She reviewed and edited the NCTJ text book Essential Public Affairs for Journalists published by Oxford University Press. Her close links with the NCTJ and development of the NCTJ syllabus contribute an essential industry training expertise to the delivery of the Certificate of HE in Journalism.

David Atkinson is currently working towards a professional doctorate in journalism. His multi-media expertise within the industry is used to inform the teaching of multi-platform journalism and the development of convergent newsrooms.

Jon Simcock's executive position within the news industry contributes up-to-date knowledge and experience of current trends in news gathering and production.

### **Particular support for learning**

Students are given support for their learning through placement reviews and module level tutorials. They will be given career planning advice at the end of the programme in a career and CV workshop with industry experts.

Students have the opportunity to use the Apple Mac IT facilities, and recording and television facilities in the Centre for Creative Industries. The programme team provides continual support for students and will identify particular learning needs and provide support via the University Student Support Services.

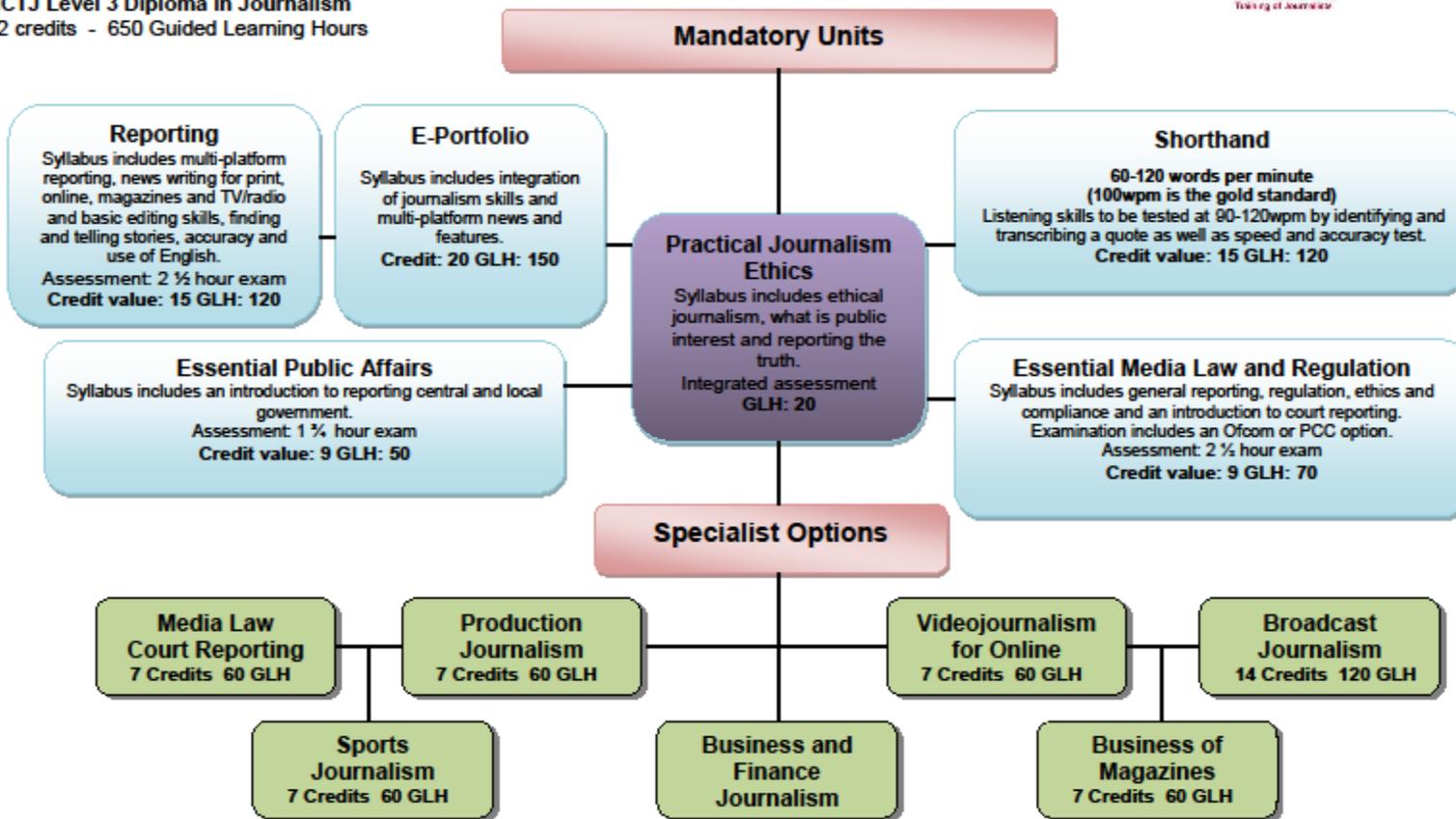
### **Equality and Diversity**

Glyndŵr University is committed to providing access to all students and promotes equal opportunities in compliance with the Equality Act 2010 legislation. This programme complies fully with the University's policy on Equality and Diversity, ensuring that everyone who has the potential to achieve in higher education is given the chance to do so, irrespective of age, gender, disability, sexuality, race or social background.

## Appendix 1 – NCTJ Diploma in Journalism Structure



**NCTJ Level 3 Diploma in Journalism**  
82 credits - 650 Guided Learning Hours



To gain the NCTJ Diploma in Journalism candidates must complete the mandatory units (in blue) plus at least two specialist options (in green). Candidates who wish to follow a News Reporters pathway must complete the five mandatory units plus at least two specialist options, one of which must be Media Law Court Reporting to be eligible to progress to the National Qualification in Journalism. Candidates may complete more than two specialist options if they wish, to obtain convergent journalism skills and a wider range of career opportunities. \*Broadcast journalism module is a double option.