

MA Arts and Lifestyle Journalism

Programme Specification 2020/21

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Journalism and Publishing (L045)
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2020
Course Entry Requirements	<p>In order to be considered, you would have achieved an Honours degree (preferably a 2:1), or equivalent professional qualifications with a minimum of three years relevant professional experience.</p> <p>APEL (Accreditation of Prior Experiential Learning)</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • OR a combination of these factors <p>Language requirements</p> <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.</p>

	<ul style="list-style-type: none"> • IELTS 7.0 (or equivalent) is required, with 6.0 in each of the four skills. • If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page. • For further details regarding international admissions and advice please visit the International Applications page.
Selection Criteria	<p>Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:</p> <ul style="list-style-type: none"> • Evidence of a critical knowledge and/or experience of Arts and Lifestyle Journalism that would indicate potential to successfully undertake the programme of study • An academic or professional background in a relevant area • A well-articulated rationale for applying for the course that demonstrates an enthusiasm for Arts and Lifestyle Journalism • A demonstrable capacity for intellectual enquiry and openness to new ideas
Scheduled Learning and Teaching	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	12
Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Arts	180

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide a comprehensive and rigorous programme in contemporary arts and lifestyle journalism, helping you to develop the advanced vocational skills needed to produce original journalism
Aim	Allow you to develop an original journalistic voice
Aim	Advance your understanding of your chosen journalistic area and develop the advanced research skills needed to produce high-quality work
Aim	Establish a framework of critical understanding and awareness of the social, legal, ethical and theoretical contexts informing your practice
Aim	Develop you as a self-aware practitioner who can articulate, present and document your work to a variety of audiences in different media
Aim	Equip you with the skills, techniques and knowledge that will allow you to operate successfully in a complex and changing professional environment
Aim	Equip you with the personal and professional skills to conduct an independent and self-directed major project in arts and lifestyle journalism, which demonstrates academic and professional rigour, developed skills of communication, and narrative and critical self-evaluation.
Outcome	Identify, research and develop ideas and concepts for arts and lifestyle journalism in a range of media taking into account their suitability for chosen audiences (Enquiry, Process);
Outcome	Apply the skills of multimedia journalism to produce compelling and engaging narratives on arts and lifestyle subjects (Realisation, Knowledge, Process, Realisation);
Outcome	Identify suitable audiences for your work and present your work and yourself in a professional and compelling manner to publications, broadcasters (Realisation; Process; Communication)
Outcome	Work professionally with others in a range of situations (Process, Communication);

Outcome	Evaluate your journalistic practice and that of others in professional, contextual, economic and critical frameworks Process, Enquiry, Communication);
Outcome	Carry out research and advanced scholarship that engages with the social, legal, commercial and ethical frameworks within which journalists operate and be able to situate your own practice in this context (Knowledge, Enquiry);
Outcome	Plan and conduct a substantial journalistic project involving original research (Communication, Process; Enquiry);
Outcome	Produce a professional business plan relating to the journalistic project that demonstrates a clear understanding of the commercial context of journalism and the markets for your work (Communication, Realisation)

Distinctive Features	
1	By focusing on arts and lifestyle journalism within an arts university, the course benefits from the expertise of a successful journalism department and the expertise of staff and critical debates in a wide range of arts disciplines (photography, design, fine art)
2	There are opportunities for collaboration with students on other MA courses
3	Arts and lifestyle are thriving branches of journalism in newspapers, broadcast, online and in an increasing range of specialist magazines; yet there is only one arts journalism MA in Britain and none covering lifestyle
4	The course takes advantage of the college's position in the heart of London, to bring in practitioners from leading media and arts organisations. This will build on the existing journalism and publishing visiting lecture and practitioner programme, that has included guests from the BBC, BuzzFeed, the Guardian, Channel 4 and other leading media organisations
5	The course encourages students to develop entrepreneurial skills and build links with industry through a guest speaker programme.
6	Students develop transferrable skills that will have value in related professions (such as PR and others) or content marketing
7	Students have the opportunity to explore print, online, audio or video and to specialise if they choose, taking advantage of the college's professional-standard radio and video studios and online journalism facilities

Course Detail

MA Arts and Lifestyle Journalism covers journalism about art and mass and popular culture including painting, music, photography, literature, cinema, travel, and tells stories about societal changes that reflect the ways in which we live, work and see ourselves.

The course encourages a rigorous journalistic approach, with a focus on ethical, international and professional standards.

Situated in the heart of the city, London College of Communication is the ideal place to study this dynamic branch of journalism.

Guided by tutors with professional and multi-platform experience (gained at national newspapers, websites, the BBC and Sky TV), you'll develop key practical journalistic skills and learn how to apply them to your particular area of interest.

You will also attend sessions and events with industry guest speakers; in the past, names have included Dan Hancox, author of "Inner City Pressure: the Story of Grime"; and regular contributor to The Guardian and other publications; and Phoebe Hurst, managing editor at Vice.

The course culminates in your producing a substantial piece of journalism in the medium or media of your choice.

Mode of Study

MA Arts and Lifestyle Journalism is in full-time mode which runs for 45 weeks over 15 months. You will be expected to commit 40 hours per week to study.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits. The MA course structure involves six units, totalling 180 credits.

Autumn, Term 1

Journalism in Print and Online (40 credits)

Critical Perspectives 1 (20 credits)

In Journalism in Print and Online you will develop the skills and understanding necessary for the research, development and production of successful arts and lifestyle news and feature stories in written and online media.

You'll analyse examples of journalism from a range of media and countries and explore the technical, practical and journalistic aspects of narratives, including the generation of ideas, research, sourcing, news-gathering, editing, writing and production.

There's a particular focus on what makes a compelling story and the application of appropriate multimedia techniques.

Critical Perspectives 1 examines theoretical and contextual issues concerning arts and lifestyle journalism, with a particular focus on ethical questions.

You will analyse and explore the context within which journalism operates and the particular issues that practitioners face. You will also explore the niche field of lifestyle journalism itself, its definitions, possibilities, and challenges, look at new players in the sector and discuss how it can be a robust, relevant and potentially disruptive form of storytelling.

Particular attention is given to issues of consumption, globalisation, travel and cosmopolitanism, amongst others

Spring, Term 2

Journalism and Print Online (continued)

Critical Perspectives 2 (20 credits)

Collaborative Unit (20 credits)

Critical Perspective 2 examines the development and contexts of arts and lifestyle journalism, identifying significant practitioners and movements, analysing and discussing key theoretical principles within an international framework which takes account of social, political, cultural, ethical and economic factors.

The aim is to provide you with a thorough appreciation of the significant issues and analytical approaches relating to arts and lifestyle journalism, allowing you to situate contemporary practice with a wider critical context and appreciate the role of the media and journalism in relation to society, including issues of representation, ownership, technological change and the commercial environment.

You will explore notions of creativity and experimentation within journalism, the relationship of the field with the creative industries and its role in the creation of taste.

The Collaborative Unit is designed to enable you to identify, form and develop collaborative working relationships with a range of potential partners.

These could be: postgraduate student colleagues at the college or university level; postgraduate students at other Higher Education Institutions; external parties (e.g. companies, cultural organisations, community-based groups, NGOs, charities etc.)

The nature of the collaboration will involve working on a project whose outcomes are agreed by your tutors and will take the form of group work that can happen within the college or digitally/remotely.

The focus of the unit is student-driven collaborations with projects being developed to meet the specific requirements of student groups within and across disciplinary boundaries.

Summer, Term 3

Audio and Video Journalism (20 credits)

Final Major Project (60 credits)

The aim of Audio and Video Journalism is to help you develop the technical, production and critical skills you will need to be able to produce audio-visual content in the context of arts and lifestyle journalism.

It will enable you to sample and practise skills you may decide to employ in your final major project. During this unit, you will be introduced to broadcast interviewing and production techniques, recording/shooting equipment for both audio and video, as well as editing skills.

Part of the learning process will be to critically examine the conventions and requirements of broadcast media, with particular reference to arts & lifestyle features, documentaries and podcasts.

There will be opportunities to practise and experiment with audio and video before you create your own piece of journalism in your chosen medium.

Lastly, the Final Major Project allows you to develop your specialist interest in arts and lifestyle journalism through the completion of a major project.

You will produce an authored piece or body of journalism, based on substantial primary research and secondary sources, which will demonstrate your awareness of the contextual, theoretical, professional and ethical aspects of the field.

Your final portfolio will comprise:

- An authored piece or body of journalism using one or more suitable media (as a guide, a written piece would be expected to be 7,000 or 8,000 words in length);
- A business plan and pitching document setting out the potential audiences and markets for your work.

Details of your individual project will require a written proposal of 1,000 words for discussion and agreement with your tutors.

Autumn, Term 4

Final Major Project (continued)

Learning and Teaching Methods

- Lectures
- Seminars
- Workshops
- Tutorials
- Supervised practice
- E-learning
- Reflections on practice
- Self-directed learning
- Presentations and pitches

Assessment Methods

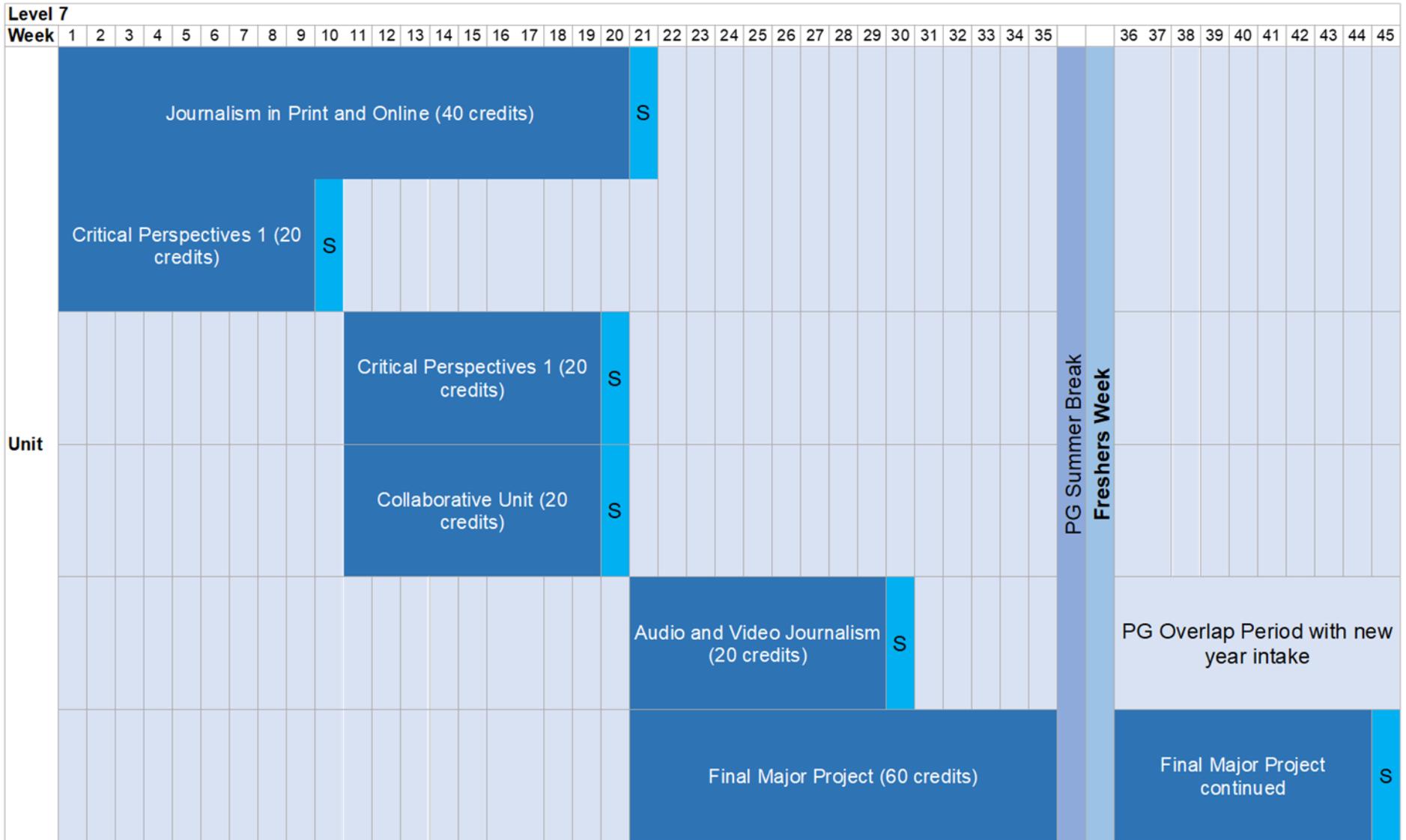
- Practical project work and computer based activities
- Prepared writing
- Responses to case studies
- Workshop based activities
- Written research projects
- A portfolio of work

Reference Points

The following reference points were used in designing the course:

- The learning and teaching policies of the University of the Arts London;
- The College policies and initiatives;
- Level descriptors;
- Benchmark statements.

Course Diagram



The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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