

**MA Journalism: Audio and Video Journalism
Programme Specification 2022/23**

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 2022
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"> • A well-articulated rationale for applying for the course that demonstrates an enthusiasm for Arts and Lifestyle Journalism, Social Justice Journalism or Audio and Video Journalism • A demonstrable capacity for intellectual enquiry and openness to new ideas • Evidence of understanding or experience of Arts and Lifestyle Journalism, Social Justice Journalism or Audio and Video Journalism that would indicate potential to successfully undertake the programme of study • An academic or professional background in a relevant area
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. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Arts	180
Total Scheduled Learning Split	15%

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 a specialist field of contemporary journalism, helping you to develop the advanced vocational skills needed to produce original journalism;
Aim	Allow you to develop an original journalistic voice as a practitioner who is able to articulate, present and document work to a variety of audiences in different media, including content that is primarily developed for social media;
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 legal requirements, and the social, ethical and theoretical contexts informing your practice, including its environmental impact;
Aim	Equip you with the personal and professional skills to conduct an independent and self-directed final major project, which demonstrates academic and professional rigour, developed skills of communication, and narrative and critical self-evaluation that would allow you to operate successfully in a changing industry environment or to pursue a further research degree or PhD.
Outcome	Identify, research and develop ideas and concepts for producing specialist, compelling and engaging journalism in a range of media, which takes into account their suitability for chosen audiences (Realisation, Knowledge, Enquiry, Process);
Outcome	Identify suitable audiences and present your work and yourself in a professional and compelling manner to publications and broadcasters (Realisation, Process, Communication);
Outcome	Work professionally with others in a range of situations; facilitate and engage with collaborative practices to produce work that showcases a variety of skills (Process, 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 and evaluate your own

	practice in this context (Knowledge, Enquiry);
Outcome	Plan and conduct a substantial journalistic project involving original research, accompanied by a critical reflection and professional business plan that reflects an understanding of the journalism industry, its markets and regulation (Communication, Realisation, Process; Enquiry).

Distinctive Features	
1	Professional and industry facing: This is a multiplatform, practice-based course with strong links to industry through guest teaching, mentoring, networking and industry projects; it is taught by staff with substantial industry experience, and academic and disciplinary knowledge.
2	Original practice: A focus on original creative journalistic practice tailored to your interests underpinned by theoretical and contextual analysis.
3	Collaborative working: An opportunity to work collaboratively with other students on the unique Artefact multiplatform media brand in LCC's specially-equipped newsroom.
4	Contemporary journalism: You will have the opportunity to specialise in developing areas of journalism culminating in a Final Major Project that establishes your practice and builds your employability.
5	Creative environment: Journalism at LCC benefits from being part of UAL, a wider community of creative communications students and staff based in the heart of London.

Course Detail

MA Journalism: Audio and Video Journalism is a multimedia course with a strong industry focus that supports you to develop solid multiplatform journalism skills.

We'll support you to tell stories across different forms of audio and visual media such as podcasts, short video documentaries, and creative videos for social media.

What to expect

- You'll receive specific teaching in your chosen pathway, but you'll come together as a larger group at key moments in the course – for example, to work collaboratively with other students on our Artefact multiplatform brand comprising a print magazine, website, social media channels and an audio/visual platform.
- You'll produce an individual, substantial piece or portfolio of journalism in a medium or media of your choice.
- With a commitment to practice as a basis for developing skills, our MA Journalism course reflects the contemporary environment of multi-platform journalism. Whichever pathway you choose to study, you'll be supported to produce work in a range of styles and genres while building your employability.

Industry experience and opportunities

You will have the opportunity to work on projects with industry partners, drawing on our close links with organisations such as The Guardian, Vice, Dazed and Women in Journalism.

You'll also be given guidance in freelancing and entrepreneurship and you will gain insights from guest speakers representing a range of national newspapers, magazines, broadcasters and websites.

Mode of Study

MA 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

Multiplatform Journalism (20 credits)

This unit will introduce you to the core practical journalism skills of research, interviewing, reporting and pitching, along with basic legal principles.

You'll also develop skills in idea generation and development, primary and secondary

research, understanding audiences and their interests through data and analytics, narrative, editing, and promoting work on social media. Throughout this unit, you'll produce a portfolio of journalistic work for submission.

Critical Perspectives (Choose one of two options) (20 credits)

You'll explore ethical, theoretical and contextual issues relating to Audio and Video Journalism as either:

Critical Perspectives: Arts and Lifestyle Journalism

including its definitions and possibilities, discussing how it could be a robust and potentially disruptive form of storytelling. Particular attention is given to issues of globalisation, consumption, representation, diversity, travel, aesthetics, and taste.

You'll also explore issues of creativity and experimentation in journalism, and discuss its position within the wider creative industries.

OR

Critical Perspectives: Social Justice Journalism

including the different ways in which journalists and media practitioners can effect social change. You'll develop the critical skills necessary to identify societal conflict and inequalities, and also be able to place them in their contexts. Topics discussed in this unit include humanitarian and peace journalism, journalism and environmental justice and journalism and sexual and racial equality.

Short-form Video (20 credits)

In this unit you'll develop in-demand skills in mobile video journalism, learning how to shoot, edit and embed eye-catching short-form video for social media to build engagement with online audiences.

Audio and Video Journalism Practice (20 credits)

You'll develop skills in a range of journalistic forms relating to Audio and Video Journalism, focusing on primary and secondary research, building narratives and promoting your work on social media. Building skills in longer-form content creation in audio and video, you'll learn how to produce engaging podcasts from first idea to final production using our specialist suite of studios, while video teaching will move from mobile to digital cameras and green-screen studio production. You'll develop location shooting, creative production

and editing skills, ultimately crafting your own video documentary feature.

Collaborative Unit (20 credits)

This unit is designed to enable you to identify, form and develop collaborative working relationships with a range of potential partners. These could include other postgraduate students at LCC or UAL; postgraduate students at other Higher Education institutions; or external organisations such as cultural or community groups, NGOs, businesses or charities.

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

Audience, Editing and Platform Management (20 credits)

In this unit, you'll develop skills in multimedia platform management through taught sessions from staff and industry professionals, and by working in one or more editorial roles on the Artefact multimedia brand which includes a print magazine, a regularly updated live website, and audio, video and social media channels.

You'll also have the opportunity to develop your chosen specialism through your practice.

Final Major Project (60 credits)

You'll put the skills and knowledge developed during the course into action.

In the first part of the unit, you'll develop ideas for your personal project and submit a written proposal for an individual journalistic product or portfolio in a medium or media of your choice that's also relevant to your specialism. You'll also produce a reflective report looking at your development as a journalist and the direction for your future career.

In the second part of the unit, you'll work with a supervisor to produce the project, which will be supported and evidenced by a reflective document.

Learning and Teaching Methods

- Lectures
- Seminars
- Workshops
- Tutorials
- Supervised practice
- Digital and online learning activities

- 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
- Formative assessment

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 policies and initiatives of the London College of Communication;
- UK Quality Code for HE frameworks/ level descriptors;
- QAA Benchmark statements;
- The University of the Arts London Creative Attributes Framework.

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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