

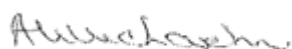
Title of Programme: MA Journalism and Media Communications

Programme Code: HEJMCM

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2023

Associate Dean of School (Academic Quality Assurance):  
Alison McLauchlin



Signature

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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## Summary of amendments to the programme

Date	Section	Amendment
02.10.2023	Front Page	Date amended on front page to reflect start date of 1st September 2023 rather than January 17 <sup>th</sup> 2024.

If you have any queries regarding the changes, please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

## Programme Specification MA in Journalism and Media Communications

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This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More

detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	de Havilland Campus
<b>Programme accredited by</b>	N/A
<b>Final Award (Qualification)</b>	MA
<b>All Final Award titles</b>	MA Journalism and Media Communications MA Journalism and Media Communications (Sandwich) MA Journalism and Media Communications with Advanced Research
<b>FHEQ level of award</b>	7

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### A. Programme Rationale

This programme will combine a range of journalism formats with other elements of professional communication, such as PR, and new media technologies. There will also be a focus on current media practice and convergence to explore how the digital environment has impacted on the communications industries.

It aims to develop professional skills in Journalism and Media Communications by combining theory and practice. To this end, the Programme will explore both the core competencies of journalism, including news, interview technique and verification as well as exploring production over a variety of platforms. Students study core modules in Journalism, PR, and Technology modules such as 'Journalism Skills and Reporting', 'Corporate Communications' and 'Media Production'. Students are given the option of choosing between 'Intercultural Awareness in Media' and 'Mobile Journalism' to further develop expertise in Journalism or Media.

The programme has been designed as a conversion course to allow students to acquire a wider understanding of the media, in addition to gaining practical writing and technical skills necessary to operate effectively in a professional media environment. With up-to-date, relevant skills, understanding and knowledge, graduates of this MA will be prepared for employment in a variety of communication fields, such as 'Journalism, Marketing, Corporate Communications, Public Relations, and other related professions. Employability is a key characteristic of the programme and students can choose between a work placement and a dissertation as their final project.

Whilst this programme has a strong professional orientation, students are also expected to engage in academic activities to extend skills in critical thinking and problem solving, interpersonal and mediated communication, writing processes and styles, collaborative working practices and research methods in this area.

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### B. Educational Aims of the Programme

#### Diversity and Inclusion

Our programmes are designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. The curriculum includes multiple perspectives, valuing collective and individual diversity. Students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

#### Additionally, this programme aims to:

- Enable the development of a wide variety of communications skills and the technical skills necessary to operate effectively in a professional media environment.
- Develop students' systematic understanding of subject knowledge, and a critical awareness of current issues and new insights informed by the field of study and professional practice.

- Stimulate the critical engagement and evaluation of current research and advanced scholarship in the discipline.
- Explore the impact of technology on the way people share information, work together, and promote expertise and/or products and provide students with an in-depth knowledge of a range of multimedia communications tools.
- Further develop the student's creative, expressive and enquiry practices and skills.
- Promote job readiness with the use of authentic assessments, practice-based projects and the option of a Media based project working with stakeholders.
- Develop students' understanding of the reader/user/stakeholder in the market in which they are working.
- Develop students' understanding of relevant media law and ethics.

### Graduate Attributes

Our graduates will develop their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence-based and ethical.

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced in the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2021) have been used as a guiding framework for curriculum design.

Knowledge and understanding of:	Teaching/learning methods & strategies	Assessment
A1 The discipline is informed by current scholarship and research, including a critical awareness of current issues and developments in the subject.	Acquisition of A1–A4 is through a combination of lectures and workshops, presentations, and tutorials. Learners will also have supervisors who will hold individual and group tutorials throughout the course.	A1-A4 Testing of knowledge and understanding is through written assessment in the form of reports, essays, presentations, as well as assessed discussions and will include testing of knowledge and understanding through assessment on a variety of platforms including essays, presentations and a portfolio of work informed by current practice as well as a dissertation.
A2 Journalism and corporate communications practice.	Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.	A5 A dissertation, or a reflective analysis and presentation.
A3 The role of stakeholders in developing an effective communications strategy,		Reflective analysis and evaluation of the work experience including demonstration of knowledge of how work is organisation within the relevant organisation and the professional practices that are incorporated within it.
A4 A range of techniques and research methods applicable to advanced scholarship in the subject.	A2 The Media Practice 'Guest Lecture Series' is designed to equip students with essential business development tools.	
A5 The requirements of a short work experience module or a dissertation in the subject, which may include a critical review of existing literature or other scholarly outputs.	A5 is the development of theory into practice and will be developed through one-to-one tutorials.	
A6 Professional practices and organisation of work within the		

media industry through a Media Placement year.	A6 will be demonstrated and developed through successful completion of the placement year	
Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1 Apply theory to practice at postgraduate level, whilst ensuring observation of ethical and legal regulations.</p> <p>B2 Develop effective communication strategies for a variety of media and understand the role of the target audience.</p> <p>B3 Analyse emergent trends and issues in the field of study</p> <p>B4 Demonstrate how critical research skills are integrated within a dissertation or an extended project.</p> <p>B5. Apply media research skills to the development of a portfolio of different media products.</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p> <p>Throughout, the learner is encouraged to further develop intellectual skills through independent study.</p>	<p>Intellectual skills B1 – B3 are assessed by the methods and strategies outlined in section A, above. Presentations and class-based activities will be used as formative assessments and feedback given in class.</p> <p>Intellectual skill B4 is assessed through a dissertation, reflective work placement analysis and presentation or placement report.</p> <p>B5 is assessed through the Media Project.</p>
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
<p><b>Practical</b></p> <p>C1- Develop writing, interviewing and technical skills necessary to operate effectively in a professional media environment.</p> <p>C2 Understand the role of media tools and AI in effective communications practice.</p> <p>C3 Deploy a range of practice-based research methodologies within their field of practice.</p>	<p>Acquisition of C1-C2 is through a combination of lectures and workshops, presentations, and tutorials. Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>C3 Practical skills are developed within the programme in a variety of modules, through applying research to the creation of media products and/or work-based learning</p>	<p>C1 is assessed through the application of theory to practice e.g., feature writing, press releases, interviewing etc. and further developed through the optional short work experience module. Class-based activities will be used as formative assessment and feedback given in class.</p> <p>C2 is assessed by media projects and reports.</p> <p>C3 is assessed through practical media projects, the research proposal, and the reflective work placement analysis.</p>
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
<p>D1 Use initiative and take responsibility.</p> <p>D2 Solve problems in creative and innovative ways.</p> <p>D3 Make decisions in challenging situations.</p>	<p>Transferable skills are developed throughout the programme:</p> <p>Skills D2 and D7 are developed with students learning to manage themselves and their time to meet assignment submission deadlines.</p>	<p>Skills D1-D8 are assessed through a range of assignments built into the curriculum, e.g., oral presentations, media projects, writing exercises, essays, a research proposal, and a dissertation.</p>

<p>D4 Demonstrate strategic thinking.</p> <p>D5 Demonstrate an in-depth knowledge of media communication and AI tools.</p> <p>D6 Further develop organisational and presentational skills.</p> <p>D7 Continue to learn independently and to develop professionally.</p> <p>D8 Communicate effectively, with colleagues and a wider audience in a variety of media.</p>	<p>D6 is developed in the communication technologies workshop.</p> <p>Skills D1, D2, D3, D4, D5, D7 and D8 are developed across all modules in the written work, presentations, and seminars. For example, Students receive feedback not only on their knowledge and understanding but also on their ability to communicate their ideas effectively and to reference appropriately.</p> <p>D8 is also developed through seminar activities in all modules as well as media production projects and work-based learning (work placement or placement year)</p>	
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## D. Programme Structures, Features, Levels, Modules, and Credits

The programme of study leading to the award MA Journalism and Media Communications is offered in a full-time (1 year) mode or a part-time, normally 2-year mode. In addition, the programme also leads to the awards MA Journalism and Media Communications (Sandwich) and MA Journalism and Media Communications (with Advanced Research) is offered in a full-time (two-year) mode.

Entry is normally an honours degree in a Media, Humanities, Creative Arts, or a Business subject, with a minimum classification of second-class lower division, but an honours degree in any discipline will be considered. Intake is normally in Semester A (September) and Semester B (January).

### Professional and Statutory Regulatory Bodies

N/A

### Work-Based Learning, including Sandwich Programmes

An optional 22 days' Work Experience module is offered to all students on the pathway leading to the award MA Journalism and Media Communications in place of a dissertation in semester C. In addition to the 22 days, the students will complete a piece of written work which involves an in-depth reflection on the work experience, and a presentation which includes demonstration of problem solving and a case study.

A sandwich award requires the successful completion of at least **30** weeks full-time equivalent placement activity from a maximum of two separate approved placements, neither of which will be normally less than **12** weeks in duration, for the award to be made. This is in addition to the period of academic study required.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) are provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

### MA Journalism and Media Communications

**Mode of study** Full time (1 year)

**Entry point Semester A**  
Students study 180 credits:

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
Corporate Communications	7SHE2009	30	English	0	100	0	A
Media Production	7SHE2020	30	English	0	100	0	B
Research Methods 1: Critical and Theoretical Debates.	7HUM1083	15	English	0	100	0	B
<b>EITHER:</b> Media Dissertation	7SHE2024	60	English	0	100	0	ABC
<b>OR:</b> Short Work Experience	7SHE2023	60	English	0	100	0	ABC

<b>Optional Modules*</b> Module Titles	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Intercultural Awareness in Media	7SHE2006	15	English	0	100	0	B
Mobile Journalism	7SHE2021	15	English	0	100	0	B
Sports Journalism	7HUM1108	30	English	0	100	0	A
Journalism Skills and Reporting	7SHE2022	30	English	0	100	0	A

\* Students need to choose one of these options.

**Entry point Semester B**

**Mode of study** Full time (1 year)  
Students study 180 credits:

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
Media Production	7SHE2020	30	English	0	100	0	B
Research Methods 1: Critical and Theoretical Debates	7HUM1083	15	English	0	100	0	B
<b>EITHER:</b> Media Dissertation	7SHE2024	60	English	0	100	0	C
<b>OR:</b> Short Work Experience	7SHE2023	60	English	0	100	0	C
Corporate Communications	7SHE2009	30	English	0	100	0	A
Journalism Skills and Reporting	7SHE2022	30	English	0	100	0	A

<b>Optional Modules*</b> Module Titles	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Mobile Journalism	7SHE2021	15	English	0	100	0	B
Intercultural Awareness in Media	7SHE2006	15	English	0	100	0	B
Journalism Skills and Reporting	7SHE2022	30	English	0	100	0	A
Sports Journalism	7HUM1108	30	English	0	100	0	A

\* Students need to choose one of these options.

### Mode of study Part time (2 years)

Students study 75 credits in year 1:

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
<b>Year 1</b>							
Corporate Communications	7SHE2009	30	English	0	100	0	A
Media Production	7SHE2020	30	English	0	100	0	B
Research Methods 1: Critical and Theoretical Debates	7HUM1083	15	English	0	100	0	B

Students study 105 credits in year 2:

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
<b>Year 2</b>							
Intercultural Awareness in Media	7SHE2006	15	English	0	100	0	B
<b>EITHER:</b> Media Dissertation	7SHE2024	60	English	0	100	0	ABC
<b>OR:</b> Short Work Experience	7SHE2023	60	English	0	100	0	ABC
<b>Optional Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
Journalism Skills and Reporting	7SHE2022	30	English	0	100	0	A

Sports Journalism | 7HUM1108 | 30 | English | 0 | 100 | 0 | A

The award of an MA Journalism and Media Communications normally requires 180 credit points passed at level 7.

## MA Journalism and Media Communications (Sandwich)

**Mode of study** Full time (2 years)

**Entry point** Semester A

Students study 120 credits in year 1 and 120 credits in year 2:

### Year 1

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
Corporate Communications	7SHE2009	30	English	0	100	0	A
Media Production	7SHE2020	30	English	0	100	0	B
Research Methods 1: Critical and Theoretical Debates	7HUM1083	15	English	0	100	0	B
<b>Optional Modules*</b> Module Titles	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Mobile Journalism	7SHE2021	15	English	0	100	0	B
Intercultural Awareness in Media	7SHE2006	15	English	0	100	0	B
Journalism Skills and Reporting	7SHE2022	30	English	0	100	0	A
Sports Journalism	7HUM1108	30	English	0	100	0	A

\* Students need to choose one of these options.

### Year 2

To enrol on to the Media Placement Year, students need to have passed 60 credits in semester A. Students who have not passed 60 credits in semester A are able to transfer to the Journalism and Media Communications pathway or the Journalism and Media Communications (with Advanced Research) pathway.

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
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Media Placement Year	7HUM2013	60	English	0	100	0	AB
Media Dissertation	7SHE2024	60	English	0	100	0	BC

The award of an MA Journalism and Media Communications (Sandwich) normally requires 240 credit points passed at level 7, with successful completion of the module Media Placement Year.

### *Sandwich Year*

The placement year comprises an agreed period of a minimum of 30 weeks (including employers' and statutory holidays) of work-based learning at an organisation or company which has agreed to those terms and conditions regarded as essential by the University of Hertfordshire. Students will be supervised according to university regulations. The learning experience will be assessed in the module 'Media Placement Year,' to enable students to demonstrate both their knowledge of the industry, their skills development, and their professional attributes. Students may undertake two placements amounting to 30 weeks, but no more than this.

Placements are advertised through the Career and Placements Office. Students may also source their own placement, but it must be subsequently approved by the School in terms of health and safety, equality legislation and supervisory guidelines before a student can take it up. For students with visa restrictions, the placement will need to take place in the UK.

All students on the pathway leading to the award MA Journalism and Media Communications (Sandwich) are eligible to proceed to a placement year provided they have achieved 60 credits by the end of semester A and a further 60 credits by the end of semester B, and they have completed the appropriate placement documentation. Success in the placement will be recognised in the title of the award but does not carry additional credit towards the Honours programme.

All students are eligible for a work placement regardless of GPA, but the work placement cannot be guaranteed.

## **MA Journalism and Media Communications (with Advanced Research)**

**Mode of study** Full time (2 years)

**Entry point** Semester A

Students study 120 credits in year 1 and 120 credits in year 2:

### **Year 1**

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
Corporate Communications	7SHE2009	30	English	0	100	0	A
Media Production	7SHE2020	30	English	0	100	0	B
Research Methods 1: Critical and Theoretical Debates	7HUM1083	15	English	0	100	0	B
<b>Optional Modules</b> Module Titles	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters

Sports Journalism	7HUM1108	30	English	0	100	0	A
Journalism Skills and Reporting	7SHE2022	30	English	0	100	0	A
Mobile Journalism	7SHE2021	15	English	0	100	0	B
Intercultural Awareness in Media	7SHE2006	15	English	0	100	0	B

## Year 2

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
Content Creation: Video	7SHE2010	30	English	0	100	0	A
Advanced Media Research	7HUM1112	30	English	0	100	0	B
Media Project	7HUM2012	60	English	0	70	30	ABC

## Entry point Semester B

Students study 120 credits in year 1 and 120 credits in year 2:

## Year 1

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
Media Production	7SHE2020	30	English	0	10	0	B
Research Methods1: Critical and Theoretical Debates	7HUM1083	15	English	0	100	0	B
Corporate Communication	7SHE2009	30	English	0	100	0	A
<b>Optional Modules</b> Module Titles	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Intercultural Awareness in Media	7SHE2006	15	English	0	100	0	B
Mobile Journalism	7SHE2021	15	English	0	100	0	B
Sports Journalism	7HUM1108	30	English	0	100	0	A
Journalism Skills and Reporting	7SHE2022	30	English	0	100	0	A

## Year 2

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semester
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Media Project	7HUM2012	60	English	0	70	30	CAB
Advanced Media Research	7HUM1112	30	English	0	100	0	B
Content Creation: Video	7SHE2010	30	English	0	100	0	A

The award of an MA Journalism and Media Communications (with Advanced Research) normally requires 240 credit points passed at level 7, with successful completion of the modules Research Methods1: Critical and Theoretical Debates, Intercultural Awareness in Media, and Advanced Media Research.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of (normally):	Programme Learning Outcomes developed (see above)
Masters	Journalism and Media Communications (with Advanced Research)	240 credit points	5 semesters	All programme learning outcomes apart from A6 (see Table 2)
Masters	Journalism and Media Communications (Sandwich)	240 credit points	5 semesters	All programme learning outcomes (see Table 2)
Masters	Journalism and Media Communications	180 credit points including at least 150 at level 7	3 Semesters	All programme learning outcomes apart from A6 and B5 (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Certificate	Journalism and Media Communications	60 credit points, including at least 45 at level 7	1-2 Semesters	A subset of the programme learning outcomes (see table 2) depending on the student's individual module choices
Postgraduate Diploma	Journalism and Media Communications	120 credit points, including at least 90 at level 7	2, 3 Semesters	All programme learning outcomes other than A5 and B4 (see Table 2)

Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in [UPR AS14](#), Section D and the students' handbook are met.

## Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

- None

Further points of clarification and interpretation relevant to this specific programme are given below:

- To enrol on to the Media Placement Year, students need to have passed 60 credits in semester A. Students who have not passed 60 credits in semester A are able to transfer to the Journalism and Media Communications pathway or the Journalism and Media Communications (with Advanced Research) pathway.
- To qualify for the award of MA Journalism and Media Communications (Sandwich), students must successfully complete the module the Media Placement Year. Students who do not successfully complete these modules will be eligible for the award MA Journalism and Media Communications on successful completion of 180 credits, including the Dissertation.
- To qualify for the award of MA Journalism and Media Communications (with Advanced Research), students must successfully complete 7HUM1112 Advanced Research. Students who do not successfully complete this will be eligible for the award MA Journalism and Media Communications on successful completion of a minimum of 180 credits, including the Media Project.

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## **E. Management of Programme & Support for student learning**

### **Management**

The programme is managed and administered through:

- A Dean of School who has overall responsibility for all programmes in the School.
- An Associate Dean of School (Academic Quality Assurance) who has overall responsibility for academic quality, assurance, and enhancement with and on behalf of the Dean of School
- An Associate Dean of School (Learning and Teaching) who has overall responsibility for learning and teaching with and on behalf of the Dean of School.
- An Associate Dean of School (Student Experience) who has overall responsibility for induction and student experience with and on behalf of the Dean of School.
- The Programme Leader, who is responsible for advising students on the programme as a whole and chairing the programme committee.
- A Head of Media who is responsible for all the modules on the programme.
- The programme committee which has a membership which includes all the above plus an Information Manager and student representatives.
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme
- Module Leaders who are responsible for individual modules

### **Support**

At university level, students are supported by:

- An induction week at the beginning of each new academic session.
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- Attractive modern study environments in two Learning Resource Centres, incorporating libraries and computer centres.
- A versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 2 Learning Resources Centres
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support etc.
- Office of Dean of Students, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Overseas Orientation
- Medical Centre

- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site

At School level, students are further supported by:

- A Programme Leader to help students understand the programme structure and provide confidential academic and pastoral support.
- The Head of Media
- Scheduled weekly Student Drop-In hours for all academic staff for student support and guidance.
- A designated administrative team to deal with day-to-day administration associated with the modules within the Programme.
- Module Leaders who are responsible for individual modules
- Student Representatives on the Programme Committee
- A School Community Organiser (SCO)
- An induction week at the beginning of each new academic session

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A dedicated programme site.
- A Definitive Module Document (DMD) for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations, and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available online, on the UPR website, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>.

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## G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of university policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

We normally require at least an upper second-class Honours (or equivalent) degree in a subject area from Humanities, Business, Creative Arts or Social Sciences. Graduates with an Honours Degree in another discipline, who have otherwise demonstrated potential to succeed at postgraduate level in Journalism and Media Communications, will also be considered.

Access to computer equipment with the following minimum specification: <http://www.herts.ac.uk/more/uh-online-distance-learning/frequently-asked-questions/systemrequirements.cfm>

Graduates with an honours degree, second-class second division, in any discipline demonstrate potential to succeed at postgraduate level in this subject area will be considered for admission. We request that applicants submit a personal statement of at least 500 words or existing pieces of work with their application. International students should have an English Language assessment of IELTS 6.5, or equivalent as determined by the School of Humanities.

### **PG Admissions (2023)**

#### **Assessment criteria for non-standard MA applications**

Essays written need to:

- answer the question
- demonstrate (some) understanding of content related to the essay title/MA (e.g., through concepts and terminology employed)
- have a clear structure (introduction, body, conclusion)
- demonstrate a satisfactory sense of organisation through coherence and cohesion (i.e., logic and linking between sentences and between paragraphs)
- be written in an academic/academically informed style, i.e., use appropriate language and style (references are not required but evidence of use of appropriate style for academic writing required)

International students should have an English Language assessment of IELTS 6.5, or equivalent as determined by the School.

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If you would like this information in an alternative format, please contact:  
[dhaq@herts.ac.uk](mailto:dhaq@herts.ac.uk)

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## MA in Journalism and Media Communications

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

Module Title	Module Code	Programme Learning Outcomes (as identified in section 1 and the following page)																				
		Knowledge & Understanding						Intellectual Skills					Practical Skills			Transferable Skills						
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	D 1	D 2	D 3	D 4	D 5	D 6	D 7
Corporate Communication	7SHE2009	x	x	x	x			x	x	x			x	x	x	x	x	x		x	x	x
Journalism Skills and Reporting	7SHE2022	x	x					x	x				x	x	x	x	x		x		x	x
Mobile Journalism	7SHE2021	x	x		x			x	x	x			x	x	x	x	x	x	x	x	x	x
Sports Journalism	7HUM1108	x	x					x	x				x	x	x	x	x	x		x		x
Media Production	7SHE2020	x		x	x			x	x	x				x	x	x	x		x	x	x	x
Research Methods 1: Critical and Theoretical Debates	7HUM1083	x			x	x		x		x	x				x	x	x	x	x		x	x
Intercultural Awareness in Media	7SHE2006	x			x			x		x					x	x	x	x	x	x	x	x
Content Creation: Video	7SHE2010	x		x	x			x	x				x	x	x	x	x	x	x	x	x	x
Advanced Media Research	7HUM1112	x			x			x		x	x				x	x	x				x	x
Media Dissertation	7SHE2024	x	x		x	x		x	x	x	x		x	x	x	x	x	x	x	x	x	x
Media Placement Year	7HUM2013	x			x		x	x	x		x		x	x	x	x	x	x	x	x	x	x
Media Project	7HUM2012	x		x				x	x	x		x	x		x	x	x	x	x	x	x	x
Short Work Experience	7SHE2023	x	x	x		x		x	x			x	x	x	x	x	x	x	x	x	x	x

## KEY TO PROGRAMME LEARNING OUTCOMES

### KEY TO PROGRAMME LEARNING OUTCOMES

#### Knowledge and Understanding

A1. An in-depth knowledge and understanding of the discipline informed by current scholarship and research, including a critical awareness of current issues and developments in the subject.

A2. In-depth knowledge of journalism and corporate communications practice.

A3. The role of stakeholders in developing an effective communications strategy

A4. The ability to use a range of techniques and research methods applicable to advanced scholarship in the subject.

A5. The requirements of a work placement or a dissertation in the subject, which may include a critical review of existing literature or other scholarly outputs.

A6 professional practices and organisation of work within the media industry

#### Intellectual Skills

B1. Ability to apply theory to practice at post-graduate level, whilst ensuring observation of ethical and legal regulations.

B2. Develop effective communication strategies for a variety of media and understand the role of the target audience.

B3. Analyse emergent trends and issues in the field of study

B4. To integrate research skills, analytical and critical skills in a dissertation or extended project.

B5. Apply media research skills to the development of a portfolio of different media products

#### Practical Skills

C1. Develop writing, interviewing and technical skills necessary to operate effectively in a professional media environment.

C2. An understanding of the role of media tools and AI in effective communications practice

C3. Deploy a range of practice-based research methodologies within their field of practice.

#### Transferable Skills

D1. Use initiative and take responsibility.

D2. Solve problems in creative and innovative ways.

D3. Make decisions in challenging situations.

D4. Demonstrate strategic thinking.

D5. Be able to demonstrate an in-depth knowledge of a range of multimedia communication tools.

D6. Further develop organisational and presentational skills.

D7. Continue to learn independently and to develop professionally.

D8. Communicate effectively, with colleagues and a wider audience in a variety of media.



### Table 3: Development of Graduate Attributes in the Constituent Modules

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Corporate Communication	7SHE2009	D	D	D	D	D	D
Journalism Skills and Reporting	7SHE2022	D	D		D	D	D
Mobile Journalism	7SHE2021	D	D	D	D	D	D
Sports Journalism	7HUM1108	D	D	D	D	D	D
Media Production	7HUM2012	D	D	D	D	D	D
Research Methods 1: Critical and Theoretical Debates	7HUM1083	D	D	D	D	D	D
Intercultural Awareness in Media	7SHE2006	D	D		D	D	D
Advanced Media Research	7HUM1112	D	D		D	D	D
Media Dissertation	7SHE2024	D	D	D	D	D	D
Media Placement Year	7HUM2013	D	D	D	D	D	D
Media Project	7HUM2012	D	D	D	D	D	D
Short Work Experience	7SHE2023	D	D	D	D	D	D
Content Creation: Video	7SHE2010	D		D	D	D	D

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	None
<b>Type of programme</b>	Taught postgraduate
<b>Date of validation/last periodic review</b>	November 16
<b>Date of production/ last revision of PS</b>	March 2021
<b>Relevant to level/cohort</b>	Level 7 entering January 2024
<b>Administrative School</b>	School of Social Sciences, Humanities, and Education
<b>Language of Delivery</b>	English

**Table 4 Course structure**

Course details			
Course Code	Course Description	HECOS	UCAS
SHJMCM	MA Journalism and Media Communications	100442, 50% 100444, 50%	N/A
SHJMCE	MA Journalism and Media Communications - Extended	100442, 50% 100444, 50%	N/A