

PROGRAMME SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS



THE UNIVERSITY OF
BUCKINGHAM

Name of Programme:	BA Digital News and Media (with integrated Foundation) BA Digital News and Media (with integrated Foundation) (Flexible Honours)		
Final Award:	BA	Location:	Buckingham
Awarding Institution/Body:	University Of Buckingham	Teaching Institution:	University Of Buckingham
School of Study:	Department of English	Parent Department:	English - Language
Programme Code(s):	UBAF0SDM / Full Time / 3 Years UBAF0SDMF / Full Time / 3 Years / BA Digital News and Media (with integrated Foundation) (Flexible Honours)		
Professional Body Accreditation:	N/A	Relevant Subject Benchmark Statement (SBS):	QAA SBS: Communication, Media, Film and Cultural Studies (2016) QAA SBS: Languages, Cultures and Societies (2015)
Admission Criteria:	A Levels: CCC (or 96 UCAS points); Minimum IELTS score of 6.0	Applicable Cohort(s):	January 2020
FHEQ Level:	6	UCAS Code:	QP39

Summary of Programme

The three-year BA in Digital News and Media (with integrated Foundation) is designed for students who need additional preparation prior to undergraduate level study. The first year of the programme is intended to provide a foundation in both knowledge and academic skills for the more specialist subjects in years two and three.

The programme combines a vocationally-orientated programme with a traditional academic interdisciplinary programme. It aims to familiarise students with a broad range of essential and advanced journalistic principles and writing / production techniques and production techniques

The programme as a whole has a very practical orientation and is designed to prepare students for a real world environment. Students will be given the opportunity to develop and practise a range of skills enabling them to work individually or in teams and successfully complete specified tasks, or manage and lead others. Students will take the same modules in the first 7 terms. Following this, each term of the programme provides a single core module and a choice of options.

Educational Aims of the Programme

During the first year core modules will equip students to become independent learners, facilitating the successful continuation of their studies in years two and three. The programme aims to:

- develop students' ability to think critically and construct and communicate logical arguments;
- help students acquire and practise strategies for effective reading and academic vocabulary development;
- provide opportunities for students to develop IT skills;
- train students in language awareness;
- encourage students to develop general study skills, particularly including the ability to learn independently using a variety of source materials;
- stimulate engagement and participation in the learning process;
- encourage students to become autonomous learners.

Students will also have the opportunity to develop knowledge of academic subjects related to their future course of study. In years 2 and 3 the programme aims to:

- provide students with the linguistic and media-related knowledge and understanding expected of those who wish to communicate and work in English in the local/global media industries of the 21st century;
 - develop students' language and computing skills to function effectively in the local/global media environment.
- provide opportunities for students to improve their own competence in using English as a means of communication in the local/global media environment.

The key aims of Digital Media with Flexible Honours are to:

- provide students with knowledge of a range of cognate or contrasting subjects and disciplines selected according to each student's intellectual interests and career objectives; or, ditto, of a single secondary subject/discipline, where ≥90 units are selected at appropriate FHEQ Levels;
- instil understanding of the methodologies and critical approaches, at basic, intermediate and advanced levels, of a range of cognate or contrasting subjects; or, of a single secondary subject/discipline where ≥90 units are selected at appropriate FHEQ Levels and local prerequisites are complied with;
- provide opportunities to synthesise and tailor knowledge and understanding to a bespoke programme of study undertaken with the advice and guidance of the Department of English and Digital Media;
- facilitate the study, either broad or in-depth, of more than one subject/discipline, and to provide a wider range of skills-related outcomes than the study of Single Honours

Programme Outcomes

Knowledge and Understanding

On successful completion of year 1 students should be able to:

1. Use English effectively for academic study.
2. Demonstrate the use of sources of information.
3. Demonstrate a knowledge of the structures, functions, processes and cultures pertaining to a range of social organisations.
4. Demonstrate a knowledge of the external environment within which organisations operate, including the political, social, economic and technological contexts at both national and international levels.
5. Obtain a basic foundation of the knowledge required to undertake study at a higher level in their chosen academic specialisation.

On successful completion of years 2 and 3 students should be able to:

6. Identify, discuss and evaluate relevant features of the linguistic study of the English language.
7. Critically discuss a range of aspects of media theory and practice relevant to the media communications fields.
8. Show accurate understanding of relevant law and computer software aspects of media practice.

Teaching/Learning Strategy

Year 1:

Modules will be delivered with a combination of lectures, seminars and small group tutorials, and with practical classes as appropriate. Teaching is supported by the use of module texts, and journal articles. The use of IT is embedded across the curriculum. Understanding is at all times reinforced by support and feedback from peers and tutors. (ILO:1-5)

Years 2 and 3: (ILO:6-8)

Core knowledge and understanding will be delivered through a variety of methods including lectures (both formal and interactive) tutorials, seminars & workshops. Students will be expected to prepare for tutorials by doing additional reading and reflecting on lecture material (individually or in groups).

All tutorials are compulsory and will provide opportunities for students to discuss principles and theory in the subject area and practise skills.

Module and programme information will be provided on the virtual learning environment.

Some formative assignments will be used to practise skills, and diagnose areas of weakness at an early stage.

<p><u>Knowledge and Understanding</u></p> <p>On successful completion of year 1 students should be able to:</p> <ol style="list-style-type: none"> 1. Use English effectively for academic study. 2. Demonstrate the use of sources of information. 3. Demonstrate a knowledge of the structures, functions, processes and cultures pertaining to a range of social organisations. 4. Demonstrate a knowledge of the external environment within which organisations operate, including the political, social, economic and technological contexts at both national and international levels. 5. Obtain a basic foundation of the knowledge required to undertake study at a higher level in their chosen academic specialisation. <p>On successful completion of years 2 and 3 students should be able to:</p> <ol style="list-style-type: none"> 6. Identify, discuss and evaluate relevant features of the 	<p><u>Assessment Strategy</u></p> <p>Year 1: (1-5) Students' knowledge and understanding will be formally assessed by individual/group assignments, presentations, research projects. Most modules will also be assessed by unseen written examinations .</p> <p>Years 2 and 3: (6-8)</p> <ol style="list-style-type: none"> 1. Module essays. 2. Unseen examinations. 3. Practical Assessments. 4. In-class tests. 5. Presentations. 6. Formative assessment – presentations, class discussion. <p>Flexible Honours specific:</p> <ol style="list-style-type: none"> 1. Experience of a variety of Free Choice or Flexible Option programme assessment strategies.
<p><u>Cognitive Skills</u></p> <p>On successful completion of the programme, students should be able to:</p> <p>Year 1:</p> <ol style="list-style-type: none"> 1. Analyse problems, sifting the irrelevant from the relevant, and express the results in both written and oral forms. 2. Evaluate proposed solutions using appropriate methods. 3. Integrate knowledge and skills from various sources into a coherent whole, making appropriate abstractions. 4. Synthesise arguments from underlying premises to produce overall conclusions. 5. Demonstrate a heightened awareness of differences in culture, historical context, values and political structures. <p>Years 2 and 3:</p> <ol style="list-style-type: none"> 6. Appreciate the use of language as a linguistic tool for communication in general and, specifically, media use. 7. Analyse intellectually media messaging and representation. 8. Draw on and synthesise ideas from different disciplines. 9. Demonstrate creativity and self-reflexivity in carrying out project work in different digital and traditional print media. <p>Flexible Honours specific:</p> <ol style="list-style-type: none"> 10. Apply techniques and methods of critical analysis appropriate to a range of cognate or contrasting subjects across the range of FHEQ Levels. <p>OR</p> <ol style="list-style-type: none"> 11. Apply techniques and methods of critical analysis appropriate to a secondary discipline (≥90 units) across the range of FHEQ Levels. 	<p><u>Teaching/Learning Strategy</u></p> <p>Year 1:</p> <p>Core principles are discussed in the module texts, lectures and seminars, with many examples given to aid understanding of the processes involved. The students are also provided with practical activities to develop cognitive skills, utilising case study materials. Assignments are carefully designed so as to require the skills of analysis, evaluation and integration.</p> <p>Years 2 and 3: (CS:6-10)</p> <ol style="list-style-type: none"> 1. Guided introduction to communication and language topics through presentation of representative examples of communication and language usage. 2. Lectures and tutorials on language, media, journalism, film, advertising topics. 3. Preparation of term papers and other coursework assignments for individual courses. <p>Flexible Honours specific:</p> <ol style="list-style-type: none"> 4. Context-dependent strategies from a range of or single secondary discipline(s).
	<p><u>Assessment Strategy</u></p> <p>Year 1: (CS:1-5) Cognitive skills in areas 1-5 are assessed by coursework, examinations, projects and presentations.</p> <p>Years 2 and 3: (CS: 6-11)</p> <ol style="list-style-type: none"> 1. Module essays. 2. Unseen examinations. 3. Practical Assessments. 4. In-class tests. 5. Presentations. 6. Formative assessment – presentations, class discussion. <p>Flexible Honours specific:</p> <ol style="list-style-type: none"> 7. Experience of a variety of Free Choice or Flexible Option programme assessment strategies.

<p><u>Practical/Transferable Skills</u></p> <p>Graduates successfully completing the programming will possess:</p> <ol style="list-style-type: none"> 1. English communication and media skills in a variety of situations and for a variety of purposes. 2. Advanced linguistic skills for general language use and academic study. 3. Management of information skill, especially evaluation of the relevance of particular information for topics related to individual courses. 4. Skill in evaluating information, and confidence in applying appropriate solutions to the media and communications industries. 5. Advanced word and text processing skills, including drafting and editing skills suitable for professional publications. 6. Linguistic skills of communicative competence in English. 7. Ability to manipulate the written word, sound and image and edit digitally. 8. Ability to write for different platforms and brands. 9. Ability to plan and manage time effectively, individually and as part of a team. <p>Flexible Honours specific:</p> <ol style="list-style-type: none"> 10. Skills-related outcomes derived from a bespoke range of cognate or contrasting disciplines. <p>OR</p> <ol style="list-style-type: none"> 11. Skills-related outcomes deriving from a single secondary discipline (≥90 units). 	<p><u>Teaching/Learning Strategy</u></p> <p>1-5:</p> <ol style="list-style-type: none"> 1. Requiring oral presentations by students on a variety of topics. 2. Assisting students to articulate their thoughts in correct and lucid spoken and written English. 3. Preparation of term papers on course topics. 4. Media-related case studies for discussion and comparison purposes. 5. Requiring assessed work to be submitted using computer software, within strict deadlines. 6. Requiring creation of portfolios of DTP, online, and advertising materials. 7. Requiring students to submit coursework regularly for feedback. 8. Requiring interaction with brands and formats, and practise writing in each a variety of genres. <p>></p> <p><u>Assessment Strategy</u></p> <ol style="list-style-type: none"> 1. Module essays. 2. Unseen examinations. 3. Practical Assessments. 3. In-class tests. 4. Presentations. 5. Formative assessment – presentations, class discussion (especially skills 1, 3, 4 and 5). <p>></p> <p>Flexible Honours specific: Experience of a variety of Free Choice or Flexible Option programme assessment strategies.</p>
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External Reference Points
<ul style="list-style-type: none"> • Framework for Higher Education Qualifications (http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx); • Relevant Subject Benchmark Statement(s) https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf; • https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-english-15.pdf ; • https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-languages-cultures-and-societies-15.pdf
<p>Please note: This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content and teaching, learning and assessment methods of each course unit/module can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.</p>

Date of Production:	January 2020
Date approved by School Learning and Teaching Committee:	Autumn 2019; Reported Winter 2020
Date approved by School Board of Study:	Autumn 2019; Reported Winter 2020
Date approved by University Learning and Teaching Committee:	Autumn 2019; Reported Winter 2020
Date of Annual Review:	Autumn 2019; Reported Winter 2020

PROGRAMME STRUCTURES

BA Digital News and Media (with integrated Foundation)

UBAF0SDM / Full Time / January Entry

Year One	Term 1 Winter	Key Academic Skills [L3/10U] (FFFKASK)	UK & Global Institutions [L3/10U] (FFFUKGI)	Foundations of International Human Rights Law [L3/10U] (FFFIHRL)	Critical Thinking [L3/10U] (FFFCRTH)
Winter Examination					
Year One	Term 2 Spring	Academic Writing Skills [L3/10U] (FFFACWS)	International Studies [L3/10U] (FFFINST)	British Cinema [L3/10U] (FFFBCIN)	Britain Since 1945: Changing Roles [L3/10U] (FFFBSCR)
Spring Examination					
Year One	Term 3 Summer	Advanced Academic Skills [L3/10U] (FFFADAS)	Research Skills [L3/10U] (FFFRSKS)	Reportage [L3/10U] (FFFRPTA)	Political Communication - Foundation [L3/10U] (FFFCOM)
Summer Examination					
Year Two	Term 1 Winter	Introduction to Reporting [L4/15U] (HUFIRE4)	Design for Print [L4/15U] (HUFDFP4)	Digital and Academic Writing Skills [L4/15U] (HUFDAWS)	
	Term 2 Spring	Videocraft [L4/15U] (HUFVID4)	Online Content Design [L4/15U] (HUFOCD4)	Cultural Walls/Cultural Roads [L5/15U] (HUFCWCR)	
Preliminary Examination					
Year Two	Term 3 Summer	Social Media [L5/15U] (HUFME5)	Media Studies [L5/15U] (HUFMDAS)	Digital Stylistics [L5/15U] (HUFSTY)	
	Term 4 Autumn	Literary Journalism 1642-Present [L5/15U] (HUFLJ1P)	Principles of Media Practice [L5/15U] (HUFMEDP)	Adventures in English [L5/15U] (HUFAENG)	
Part 1 Examination					
Year Three	Term 1 Winter	One of: Advanced Story Technique [L6/15U] Photojournalism [L6/15U] (DMXXXXXX1)	Art and Design 1 [L6/15U] (HUFAAD1)	Media Entrepreneurship [L5/15U] (HUFMENT)	
	Term 2 Spring	From Data to Story [L6/15U] (HUFFDTS)	Art and Design 2 [L6/15U] (HUFAAD2)	One of: Book, Script, Film [L5/15U] Commercial Photography [L6/15U] (DMXXXXXX3)	
Part 2 Stage 1 Examination					
Year Three	Term 3 Summer	Radio Journalism [L6/15U] (HUFRJRN)	One of: Advertising [L6/15U] Screenwriting [L6/15U] (DMXXXXXX4)	External Placement [L5/15U] (HUFEXPL)	

Year Three	Term 4 Autumn	Current Affairs TV and e-Portfolio [L6/30U] (HUFCATP)	One of: News Management and PR [L6/15U] Travel Writing [L5/15U] (DMXXXXXX2)		
Part 2 Stage 2 Examination					

BA Digital News and Media (with integrated Foundation)

UBAF0SDM / Full Time / September Entry

Year One	Term 4 Autumn	Key Academic Skills [L3/10U] (FFFKASK)	UK & Global Institutions [L3/10U] (FFFUKGI)	Foundations of International Human Rights Law [L3/10U] (FFFIHRL)	Critical Thinking [L3/10U] (FFFCRTH)
Autumn Examination					
Year Two	Term 1 Winter	Academic Writing Skills [L3/10U] (FFFACWS)	International Studies [L3/10U] (FFFINST)	British Cinema [L3/10U] (FFFBCIN)	Britain Since 1945: Changing Roles [L3/10U] (FFFBSCR)
Winter Examination					
Year Two	Term 2 Spring	Advanced Academic Skills [L3/10U] (FFFADAS)	Research Skills [L3/10U] (FFFRSKS)	Reportage [L3/10U] (FFFRPTA)	Political Communication - Foundation [L3/10U] (FFPCOM)
Spring Examination					
Year Two	Term 4 Autumn	Introduction to Reporting [L4/15U] (HUFIRE4)	Videocraft [L4/15U] (HUFVID4)		
Preliminary 1 Examination					
Year Three	Term 1 Winter	Design for Print [L4/15U] (HUFD4P)	Digital and Academic Writing Skills [L4/15U] (HUFDAWS)		
	Term 2 Spring	Online Content Design [L4/15U] (HUFOCD4)	Cultural Walls/Cultural Roads [L5/15U] (HUFCWCR)		
Preliminary 2 Examination					
Year Three	Term 3 Summer	Social Media [L5/15U] (HUF5ME5)	Media Studies [L5/15U] (HUFMDAS)	Digital Stylistics [L5/15U] (HUFDSTY)	
	Term 4 Autumn	Literary Journalism 1642-Present [L5/15U] (HUFLJ1P)	Principles of Media Practice [L5/15U] (HUFMEDP)	Adventures in English [L5/15U] (HUFAENG)	
Part 1 Examination					
Year Four	Term 1 Winter	One of: Advanced Story Technique [L6/15U] Photojournalism [L6/15U] (DMXXXXXX1)	Art and Design 1 [L6/15U] (HUFAAD1)	Media Entrepreneurship [L5/15U] (HUFMENT)	
	Term 2 Spring	From Data to Story [L6/15U] (HUFFDTS)	Art and Design 2 [L6/15U] (HUFAAD2)	One of: Book, Script, Film [L5/15U] Commercial Photography [L6/15U] (DMXXXXXX3)	
Part 2 Stage 1 Examination					
Year Four	Term 3 Summer	Radio Journalism [L6/15U] (HUFJRJN)	One of: Advertising [L6/15U] Screenwriting [L6/15U] (DMXXXXXX4)	External Placement [L5/15U] (HUFEXPL)	

Year Four	Term 4 Autumn	Current Affairs TV and e-Portfolio [L6/30U] (HUFCATP)	One of: News Management and PR [L6/15U] Travel Writing [L5/15U] (DMXXXXXX2)		
Part 2 Stage 2 Examination					

BA Digital News and Media (with integrated Foundation) (Flexible Honours)

UBAF0SDMF / Full Time / January Entry

Year One	Term 1 Winter	Key Academic Skills [L3/10U] (FFFKASK)	UK & Global Institutions [L3/10U] (FFFUKGI)	Foundations of International Human Rights Law [L3/10U] (FFFIHRL)	Critical Thinking [L3/10U] (FFFCRTH)
Winter Examination					
Year One	Term 2 Spring	Academic Writing Skills [L3/10U] (FFFACWS)	International Studies [L3/10U] (FFFINST)	British Cinema [L3/10U] (FFFBCIN)	Britain Since 1945: Changing Roles [L3/10U] (FFFBSCR)
Spring Examination					
Year One	Term 3 Summer	Advanced Academic Skills [L3/10U] (FFFADAS)	Research Skills [L3/10U] (FFFRSKS)	Reportage [L3/10U] (FFFRPTA)	Political Communication - Foundation [L3/10U] (FFFCOM)
Summer Examination					
Year Two	Term 1 Winter	Introduction to Reporting [L4/15U] (HUFIRE4)	Design for Print [L4/15U] (HUFDFP4)	Free Choice / Flexible Option [L4/15U] (FLEXLV4)	
	Term 2 Spring	Videocraft [L4/15U] (HUFVID4)	Online Content Design [L4/15U] (HUFOCD4)	Free Choice / Flexible Option [L4/15U] (FLEXLV4)	
Preliminary Examination					
Year Two	Term 3 Summer	Social Media [L5/15U] (HUFME5)	Media Studies [L5/15U] (HUFMDAS)	Free Choice / Flexible Option [L4/15U] (FLEXLV4)	
	Term 4 Autumn	Literary Journalism 1642-Present [L5/15U] (HUFLJ1P)	Principles of Media Practice [L5/15U] (HUFMEDP)	Free Choice / Flexible Option [L4/15U] * (FLEXLV4)	
Part 1 Examination					
Year Three	Term 1 Winter	One of: Advanced Story Technique [L6/15U] Photojournalism [L6/15U] (DMXXXXXX1)	Art and Design 1 [L6/15U] (HUFAAD1)	Free Choice / Flexible Option [L5/15U] (FLEXLV5)	
	Term 2 Spring	From Data to Story [L6/15U] (HUFFDTS)	Art and Design 2 [L6/15U] (HUFAAD2)	Free Choice / Flexible Option [L5/15U] ** (FLEXLV5)	
Part 2 Stage 1 Examination					
Year Three	Term 3 Summer	Radio Journalism [L6/15U] (HUFRJRN)	One of: Advertising [L6/15U] Screenwriting [L6/15U] (DMXXXXXX4)	Free Choice / Flexible Option [L6/15U] (FLEXLV6)	
	Term 4 Autumn	Current Affairs TV and e-Portfolio [L6/30U] (HUFCATP)	Free Choice / Flexible Option [L6/15U] (FLEXLV6)		
Part 2 Stage 2 Examination					

* Level 4 or Level 5 option.

** Level 5 or Level 6 option.

Availability of modules for Flexible Honours choices are subject to timetabling constraints, minimum and maximum class sizes and any agreed pre-requisite modules.

BA Digital News and Media (with integrated Foundation) (Flexible Honours)

UBAF0SDMF / Full Time / September Entry

Year One	Term 4 Autumn	Key Academic Skills [L3/10U] (FFFKASK)	UK & Global Institutions [L3/10U] (FFFUKGI)	Foundations of International Human Rights Law [L3/10U] (FFFIHRL)	Critical Thinking [L3/10U] (FFFCRTH)
Autumn Examination					
Year Two	Term 1 Winter	Academic Writing Skills [L3/10U] (FFFACWS)	International Studies [L3/10U] (FFFINST)	British Cinema [L3/10U] (FFFBCIN)	Britain Since 1945: Changing Roles [L3/10U] (FFFBSCR)
Winter Examination					
Year Two	Term 2 Spring	Advanced Academic Skills [L3/10U] (FFFADAS)	Research Skills [L3/10U] (FFFRSKS)	Reportage [L3/10U] (FFFRPTA)	Political Communication - Foundation [L3/10U] (FFPCOM)
Spring Examination					
Year Two	Term 4 Autumn	Introduction to Reporting [L4/15U] (HUFIRE4)	Videocraft [L4/15U] (HUFVID4)		
Preliminary 1 Examination					
Year Three	Term 1 Winter	Design for Print [L4/15U] (HUFDFP4)	Free Choice / Flexible Option [L4/15U] (FLEXLV4)		
	Term 2 Spring	Online Content Design [L4/15U] (HUFOCD4)	Free Choice / Flexible Option [L4/15U] (FLEXLV4)		
Preliminary 2 Examination					
Year Three	Term 3 Summer	Social Media [L5/15U] (HUFME5)	Media Studies [L5/15U] (HUFMDAS)	Free Choice / Flexible Option [L4/15U] (FLEXLV4)	
	Term 4 Autumn	Literary Journalism 1642-Present [L5/15U] (HUFLJ1P)	Principles of Media Practice [L5/15U] (HUFMEDP)	Free Choice / Flexible Option [L4/15U] * (FLEXLV4)	
Part 1 Examination					
Year Four	Term 1 Winter	Art and Design 1 [L6/15U] (HUFAAD1)	One of: Advanced Story Technique [L6/15U] Photojournalism [L6/15U] (DMXXXXXX1)	Free Choice / Flexible Option [L5/15U] (FLEXLV5)	
	Term 2 Spring	Art and Design 2 [L6/15U] (HUFAAD2)	From Data to Story [L6/15U] (HUFFDTS)	Free Choice / Flexible Option [L5/15U] ** (FLEXLV5)	
Part 2 Stage 1 Examination					
Year Four	Term 3 Summer	Radio Journalism [L6/15U] (HUFJRJN)	One of: Advertising [L6/15U] Screenwriting [L6/15U] (DMXXXXXX4)	Free Choice / Flexible Option [L6/15U] (FLEXLV6)	

Year Four	Term 4 Autumn	Current Affairs TV and e-Portfolio [L6/30U] (HUFCATP)	Free Choice / Flexible Option [L6/15U] (FLEXLV6)		
Part 2 Stage 2 Examination					

* Level 4 or Level 5 option.

** Level 5 or Level 6 option.

Availability of modules for Flexible Honours choices are subject to timetabling constraints, minimum and maximum class sizes and any agreed pre-requisite modules.