

Template C4



Programme Specification

Title of Course: *MA Magazine Journalism*

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Faculty	Kingston School of Art
School	School of Creative and Cultural Industries
Department	Department of Journalism, Publishing and Media
Delivery Institution	Kingston University

This Programme Specification is designed for prospective students, current students, academic staff and 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 they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each module can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s): <i>Up to 10 pathways</i>	MA Magazine Journalism
Intermediate Awards(s) and Title(s): <i>There are 4 Intermediate awards for each pathway</i>	PgCert PgDip
Course Code <i>For each pathway and mode of delivery</i>	PPMJO1MJO01 PFMJO1MJO01
UCAS code <i>For each pathway</i>	

RQF Level for the Final Award:	Masters
Awarding Institution:	Kingston University
Teaching Institution:	Kingston University
Location:	Penrhyn Road, Kingston University
Language of Delivery:	English
Modes of Delivery:	Part-time Full-time With Professional Placement
Available as:	Full field
Minimum period of registration:	Part-time - 2 Full-time - 1 With Professional Placement - 2
Maximum period of registration:	Part-time - 4 Full-time - 2 With Professional Placement - 3
Entry Requirements:	<p>The minimum entry qualifications for the programme are:</p> <ul style="list-style-type: none"> • A good honours degree (2:1 or above) or equivalent in an essay-writing subject, demonstrating high standards of literacy OR • Evidence of substantial and demonstrable professional commitment to journalism • International students and others whose native language is not English must have a minimum Academic IELTS score of 6.5 (with a minimum score of 7.5 in Writing) or equivalent <p>The above will normally be regarded as appropriate admission requirements for the course, though non-standard entrants will always be considered for entry.</p>

	<p>All certificated and non-certificated learning will require verification. In the case of certificated learning, this will require the presentation of relevant certificates and/or confirmation from the award-giving body. In the case of non-certificated learning, verification will be established in the course of interview, or, where appropriate, through the submission of supporting documentation and evidence.</p> <p>Admissions procedures The MA Journalism admissions tutor will normally consider all applications in the first instance. All applicants who fulfil, or are likely to fulfil, the admissions requirements will be invited for an interview with senior members of the teaching team and will be required to demonstrate competence in writing and sub-editing tests. The decision regarding offers of places will be made by the admissions tutor after interviewing the applicant and the course leader and admissions tutor will receive administrative support from the postgraduate course administrator.</p>
Programme Accredited by:	National Council for the Training of Journalists (NCTJ)
QAA Subject Benchmark Statements:	N/A
Approved Variants:	N/A
Is this Higher or Degree Apprenticeship course?	

For Higher or Degree Apprenticeship proposals only

Higher or Degree Apprenticeship standard:	N/A
Recruitment, Selection and Admission process:	<p>Admissions procedures The MA Journalism admissions tutor will normally consider all applications in the first instance. All applicants who fulfil, or are likely to fulfil, the admissions requirements will be invited for an interview with senior members of the teaching team and will be required to demonstrate competence in writing and sub-editing tests. The decision regarding offers of places will be made by the admissions tutor after interviewing the applicant and the course leader and admissions tutor will receive administrative support from the postgraduate course administrator.</p>
End Point Assessment Organisation(s):	N/A

SECTION 2: THE COURSE

A. Aims of the Course

The general aims of the course are to:

- Equip students with the necessary skills to compete successfully for employment in the magazine journalism industry;
- Develop professional magazine journalism skills in researching, interviewing, writing, editing and designing to work across media platforms;
- Expand the necessary intellectual integrity and critical independence a student will need to function effectively as a magazine journalist;
- Create an informed and critical awareness of the forces and dynamics (social, cultural, political, economic and technological) shaping the magazine industry and the working environment of magazine journalists today
- The 2-year programme with integrated placement(s) also provides students with an opportunity to enhance their professional skills, preparing them for higher levels of employment, further study and lifelong learning

Additional aims of the MA:

- Build team-working and other skills needed to work effectively in an editorial role;
- Foster a creative and self-reflective approach to students' own individual and collective practice as journalists
- Develop to an advanced level students' ability to carry out independent academic research;
- Develop to an advanced level students' ability to reflect critically on their own journalistic practice through work-based learning;
- Develop reporting skills and legal knowledge commensurate with the standards set by industry training councils.

B. Intended Learning Outcomes

The programme outcomes are referenced to the QAA Master's Degree Characteristics (2020). There is no benchmark statement relating specifically to Journalism and the Quality Assurance Agency has no published plans to produce one in the near future. The design of the course has been informed by the journalism benchmarks set by the Periodicals Training Council (PTC). The awards made to students who complete the field or are awarded intermediate qualifications comply fully with the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014). All of the procedures associated with the field comply with the QAA Code of Practice for Higher Education. The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas.

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They must align to the levels set out in the ['Sector Recognised Standards in England'](#) (OFS 2022).

Programme Learning Outcomes					
	Knowledge and Understanding		Intellectual Skills		Subject Practical Skills
	On completion of the course students will be able to:		On completion of the course students will be able to		On completion of the course students will be able to
A6	the development of different kinds and forms of magazine journalism for different readerships;	B6	analyse current and emergent developments in the production and consumption of magazine journalism and apply that knowledge to their own practice;	C5	make both digital and print magazines through all aspects of production from flatplanning to printing;
A5	the processes linking the production, circulation and consumption of magazine journalism in contemporary society;	B5	think strategically to develop new publications and websites for identifiable markets;	C4	craft original editorial furniture including headlines and captions;
A3	strategic developments in print and online magazine markets and how these shape launch and closure decisions;	B4	recognise the strengths and weakness in their own writing and in that of others and use this recognition to inform their professional practice;	C3	pull pieces and feature packages together with pictures, layout and graphics;
A2	the different individual roles in magazine journalism eg: editors, commissioning editors, feature writers, editorial assistants, art directors, publishers;	B2	demonstrate an effective professional news sense and the ability to use it to create effective pieces of magazine journalism;	C2	developing a repertoire of writing styles and find the right tone and feature format for a story or a platform;
A1	key features of professional practice in a variety of settings and contexts, especially magazine journalism;	B1	identify a story and its potential market;	C1	research, interview and use a variety of sources of information to write original, clear, accurate copy;
A4	the ways in which current developments in magazine journalism can be understood in relation to technological change;	B3	originate and communicate feature ideas;	C6	working with others in an editorial team to choose appropriate content, commission writers and photographers and produce finished print or web pages for public consumption;

A7	organise and undertake a significant work placement in the magazine journalism industry and reflect on that experience in a purposeful and meaningful way	B7	adapt to the needs of differing audiences and editorial objectives	C7	write for both print and online media, with the ability to adapt the content and style of their writing to satisfy the demands of an increasingly convergent journalism industry;
		B8	engage critically with debates and issues related to magazine journalism	C8	identify the demands of different audiences and readerships and use this information to develop appropriate strategies for new launches and projects;
		B9	autonomously combine information and experience to produce innovative thinking and solutions;	C9	produce publishable work to tight deadlines;
		B10	self-evaluate and structure critical reflections on work-based learning;	C10	revise their work and the work of others through the process of drafting, proof-reading, sub-editing and rewriting;
		B11	[MA additional learning outcome] identify a topic worthy of sustained research, carry out research and complete a dissertation to an advanced academic and professional standard;	C11	use industry-standard software to design and produce content for print and web pages;
		B12	[MA additional learning outcome] critically reflect on their own journalistic practice and the current state of the magazine industry in order to complete a work-based learning project to an advanced academic and professional standard	C12	build up a portfolio of journalistic work for potential employers;

				C13	negotiate with employers and network with contacts to identify job opportunities in magazine journalism;
				C14	[MA additional learning outcome] carry out in-depth independent research and write up a substantial dissertation to an advanced academic and professional standard;
				C15	produce a significant portfolio of publishable journalism.
				C16	demonstrate professional skills (including self-presentation, communication, interpersonal/teamwork, research and information literacy, numeracy, time-management and project-planning, management and leadership skills, and ethical practice).

In addition to the programme learning outcomes, the programme of study defined in this programme specification will allow students to develop the following range of Graduate Attributes:

1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

C. Outline Programme Structure

Each level is made up of four modules each worth 30 credit points. Typically a student must complete 120 credits at each level. All students will be provided with the University regulations and specific additions that are sometimes required for accreditation by outside bodies (e.g. professional or statutory bodies that confer professional accreditation). Full details of each module will be provided in module descriptors and student module guides. Students on the 2-year programme (with integrated placement) must complete all modules except the final 'capstone project' module, by the end of TB2, and then work in their placement(s) for a maximum of 12 months. The student should confirm that their placement opportunity is available by the end of May, and the course team will confirm whether this is acceptable within two weeks. Students on placement(s) must complete a portfolio assessment which includes a reflection on how they have applied the skills they have developed during the previous year, within a professional working environment. A comprehensive list of all possible options is provided here. The option list in any given year will be carefully constructed to ensure that the course curriculum is coherent, enabling students to achieve the programme learning outcomes via their chosen selection of modules.

MA Magazine Journalism

Progression to Level 5

N/A

Progression to Level 6

N/A

Level 6
MA Magazine Journalism

Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Journalism Specialism	JO6021	30	6	Year long			
Optional Modules							

Level 6 requires the completion of

N/A

Level 7							
MA Magazine Journalism							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Creating Magazines - Content and Context	JO7014	30	7	Year long			
Feature Writing	JO7006	30	7	Year long			
Journalism in Context: Law, Ethics and the Industry	JO7002	30	7	Year long			
MA Journalism Dissertation	JO7010	60	7	May to September			
Practical Journalism Project	JO7009	60	7	May to September			
Shorthand (Postgraduate)	JO7004	0	7	NCTJ exam			
Optional Modules							
Professional Placement	HU7100	120	7	TB3(Yr 1) and TB1&TB2 (Yr 2)			

Level 7 information

Students exiting the programme with 60 credits are eligible for the award of PgCert in Magazine Journalism.

Students exiting the programme with 120 credits are eligible for the award of PgDip in Magazine Journalism.

D. Principles of Teaching, Learning and Assessment

This field has been designed to take account of the KU Curriculum Design Principles. Teaching and learning strategies and methods have been designed to introduce students to a range of skills, issues and debates in the journalism industry detailed in the learning outcomes of each module. Typically, early sessions in some modules will use lectures to

provide an overview of the material with seminars allowing students to explore and discuss the elements introduced in the lecture in more detail. Practical workshops in other modules provide hands-on experience of producing work to industry standard, supported with formative feedback by module tutors. Later sessions allow students to build on the foundations of the earlier sessions and develop their own personal interests and strengths. Students are given formative feedback on their practical and academic work at regular intervals so that they can improve their writing and understanding of the material in all modules.

Assessments are designed to allow students to demonstrate both the practical skills required by employers in the journalism industry and the critical engagement necessary to operate as a good journalist in a changing sector. A range of assessment methods includes: portfolios of journalistic work; case studies; essays; group and individual presentations; group blogs and vivas on performance. This last encourages students to reflect on their performance and contribution to group work throughout the year. Assessments are set at regular intervals throughout the year and students have opportunity for formative feedback on written work and oral presentations as the work is produced in class.

At the end of the year, students are able to develop their own research and professional interests through a substantial project, supported by their personal supervisor. They can choose to do either a dissertation or a practical work-based project, which can be completed as they start their first journalism jobs. They are helped by their supervisor to devise an appropriate programme of research, in conjunction with the student's personal tutor who has an overall understanding of all students' strengths and interests.

E. Support for Students and their Learning

Students are supported by:

- A Module Leader for each module
- A Course Leader to help students understand the programme structure
- Personal Tutors to provide academic and personal support
- A placement tutor to give general advice on placements
- Technical support to advise students on IT and the use of software
- A designated Course Administrator
- An induction week at the beginning of each new academic session
- Staff Student Consultative Committee
- VLE/Canvas – a versatile online interactive intranet and learning environment accessible both on and off-site
- LinkedIn Learning – an online platform offering self-paced software tutorials
- A substantial Study Skills Centre that provides academic skills support for both UG and PG students
- Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
- A Student Achievement Officer who provides pastoral support
- Support for students with disabilities
- The Union of Kingston Students
- Careers and Employability Services Team, who will provide support for students prior to undertaking work placement(s).

F. Ensuring and Enhancing the Quality of the Course

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External Examiners

- Boards of Study with student representation
- Annual Monitoring and Enhancement
- Periodic review undertaken at subject level
- Student evaluation including MEQs (module evaluation questionnaires) and a postgraduate survey
- Moderation policies
- Feedback from employers

G. Employability and work-based learning

The course has been designed to satisfy the requirements of the industry's main accreditation body, the Periodicals Training Council. Students graduating from this course are therefore well placed to pursue careers in a range of journalism and communications industries. The course provides the skills base necessary for careers in:

- Local, regional and national newspapers and magazines
- Online news operations
- Communications departments in private sector companies
- Information departments of charities and non-governmental organisations
- Related industries such as publishing, public relations and advertising
- Advocacy and campaigning.

Since the MA Magazine Journalism course was launched the majority of graduates from the course have gone onto jobs in journalism and related industries such as marketing and public relations. The department has established a substantial network of employer contacts including local papers such as the Surrey Comet and the Kingston Guardian; national papers and websites such as the Times Online; the Daily Telegraph; the Financial Times; Daily Express; a wide range of new media companies; campaigning and investigative groups; public relations. There is also a growing body of Kingston alumni now working in senior positions in the journalism industry, at companies such as Hearst, Haymarket Media Group and Progressive Media, who turn first to Kingston when seeking new employees.

Recent graduate destinations include: Grazia magazine, Attitude magazine, PR Week, Build It & Home Improvement, Mindshare, Launch Group PR, South West news agency, You and Your Wedding, Harrods magazine, Press Gazette, London Life, OK! Magazine, GQ magazine...

The 2-year integrated work placement programme is designed to provide students with enhanced opportunities for securing professional employment at the end of their degree, providing skills and experience that employers are looking for in their work force. These are supported by the Careers and Employability Services team, providing drop-in and scheduled events to support students in the preparation of CVs, applications, and preparation for interviews and assessment centres.

Work-based learning, including sandwich courses and higher or degree apprenticeships

Work placements are a requirement of both the PgDip and the MA. Students are required to do at least two weeks' placement and it is the responsibility of individual students to source and secure such placements. This allows students to reflect on their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice.

Work placement is an integral part of the 2-year programme and students will receive support from the award winning Careers and Employability Services team.

While it is the responsibility of individual students to secure appropriate placements, the Careers and Employability Services team offers each student support at all stages of the application process, including writing CVs, completing application forms, participating in mock interviews, assessment centre activities and psychometric tests. Sourcing and applying for placement(s) gives students the opportunity to experience a competitive job application process.

The experience of the work placement period enables students to apply their learning in the professional work environment, to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to their prior learning, and to evaluate the relationships between academic skills and employers' expectations. Students will be assessed during and at the end of this period, through a portfolio of work, which will be marked as pass/fail.

H. Other sources of information that you may wish to consult

For information about the NCTJ accreditation visit <http://www.nctj.com>

I. Development of Course Learning Outcomes in Modules

This table maps where course learning outcomes are **summatively** assessed across the modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 6	Level 7						
		JO6021	JO7002	HU7100	JO7004	JO7009	JO7014	JO7010	JO7006
Knowledge & Understanding	A6								
	A5								
	A3	S							
	A2				S				
	A1								
	A4	S							
	A7								
Intellectual Skills	B6								S
	B5								
	B4	S				S			S
	B2	S							S
	B1								S
	B3	S							S
	B7								
	B8								

	B9								
	B10								
	B11								
	B12								
Practical Skills	C5								
	C4						S		
	C3						S		
	C2						S		S
	C1						S		S
	C6					S			
	C7								
	C8								
	C9								
	C10								
	C11								
	C12								
	C13								
	C14								
	C15								
	C16								

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.