

COURSE SPECIFICATION

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| Course Aim and Title | BA (Hons) Sports Journalism |
| Intermediate Awards Available | Cert HE, Dip HE |
| Teaching Institution | UEL |
| Alternative Teaching Institutions | N/A |
| UEL Academic School | Arts & Creative Industries |
| UCAS Code | SN0773 |
| Professional Body Accreditation | N/A |
| Relevant QAA Benchmark Statements | Communication, Media, Film and Cultural Studies |
| Additional Versions of this Course | N/A |
| Date Specification Last Updated | 03/03/2021 |

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

Operate as a trainee journalist at the heart of the sports media industry, creating editorial content for a range of publications and outward-facing projects based in East London. This will further enable you to:

1. Become a job-ready professional
2. Gain a careers passport to show you are fully prepared for employment in sports journalism today
3. Understand the media landscape, past and present, in which sports journalism has developed
4. Acquire self-confidence, intellectual depth, and specialist knowledge and expertise
5. Inquire into the future of sports journalism
6. Develop new editorial formats designed to address emerging consumer trends and sports media innovations.

What you will learn:

Knowledge

- The contested history of sports journalism
- Current controversies surrounding sports and journalism
- Strategies for the future of journalism

Thinking skills

- Critical reflection and evaluation
- Contextualisation
- Argumentation

Subject-Based Practical skills

- Techniques for the production of sports journalism in a variety of formats across different platforms.
- Strategic use of social media to disseminate, integrate and promote editorial content
- * Pitching and commissioning ideas and projects
- * Editing, publishing and promoting your own work

Skills for life and work (general skills)

- Networking
- * Working on brief and to deadline.
- Collaboration and professional competition.
- Inquisitive attitude
- Entrepreneurial approach

Learning and Teaching

Knowledge is developed through:

- Editorial meetings
- Seminars
- Lectures
- Tutorial
- Guided reading and face to face discussion
- Online discussion and activities

Thinking skills are developed through:

- Interactive lectures and seminars
- Tutorials
- Student presentations
- Student-staff editorial meetings

Practical skills are developed through:

- IT activities with feedback
- Technical demonstrations of software packages
- Copy clinics
- Workshops including peer review of reportorial assignments
- Research skills-based activities with feedback
- Students operating as journalists

Skills for life and work (general skills) are developed through

- Project work (individual and collaborative)
- External commissions/work placements
- Students operating as journalists

Assessment

Knowledge is assessed by

- Timed exercises
- Viva
- Presentation
- Report
- Essay
- Project

Thinking skills are assessed by

- Critical reflection
- Essay
- Debate
- Viva

Practical skills are assessed by:

- Digital Journal
- Portfolios: editorial; entrepreneurial; research.

Skills for life and work (general skills) are assessed by:

- Project work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

Students undertake a work placement as part of their Level 5 module, Employment and Enterprise. In addition, as part of their course students are commissioned to work as sports journalists for our own publications such as *Rising East*, and also for external commissioners on a range of outward-facing projects. Staff are on hand to guide and support students in obtaining external commissions and undertaking work placements, but ultimately *you* have to be able to sell yourself to potential employers.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.

- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules each of which is credit weighted.
The modular structure of this course is as follows:

| Level | Module Code | Module Title | Credit Weight | Core/Option | Available by Distance Learning? |
|-------|-------------|---|---------------|-------------|---------------------------------|
| 4 | MS4015 | Essential Journalism | 20 | Core | N |
| 4 | MS4024 | Photo, Audio and Video | 20 | Core | N |
| 4 | MS4021 | Media Law, Ethics and Regulation | 20 | Core | N |
| 4 | MS4025 | Production Journalism | 20 | Core | N |
| 4 | MS4028 | Broadcast Journalism | 20 | Core | N |
| 4 | MS4022 | Mental Wealth - Professional Life 1 (Rising East) | 20 | Core | N |
| 5 | MS5014 | Mental Wealth - Professional Life 2 (Rising East 2) | 20 | Core | N |
| 5 | MS5010 | Employment and Enterprise (Journalism) | 20 | Core | N |
| 5 | MS5013 | Features (1): The Interview | 20 | Core | N |
| 5 | MS5011 | Brands and the Magazines Business | 20 | Core | N |
| 5 | MS5019 | Documentary (1): Publications (1) | 20 | Core | N |
| 5 | MS5016 | Reporting the Business of Sport | 20 | Core | N |
| 6 | MS6013 | Mental Wealth - Professional Life 3 (Rising East 3) | 20 | Core | N |
| 6 | MS6018 | Final Project: Development | 20 | Core | N |
| 6 | MS6012 | Final Project: Completion | 20 | Core | N |
| 6 | MS6010 | Aesthetics and Technologies: Publications (2) | 20 | Core | N |
| 6 | MS6011 | Features (2): Data and Visualisation | 20 | Core | N |
| 6 | MS6015 | Reporting the Politics of Sport | 20 | Core | N |

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

n/a

Typical Duration

It is possible to move from full-time to part-time study and *vice versa* to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is three years full-time or six years part-time.

A student cannot normally continue on a course after four years of study in full-time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part-time mode is seven years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Examples of student journalism are available at *Rising East* <http://risingeast.co.uk> and at *Proof: reading journalism and society* www.proof-reading.org

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Students will incur travel costs during the course of their duties as journalists. You will be expected to cover these costs yourself.

Alternative Locations of Delivery

N/A