### Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Institution</td>
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<tr>
<td>Programme Name</td>
<td>Journalism Studies</td>
</tr>
<tr>
<td>Award e.g. BSc (Hons), MA etc.</td>
<td>BA (Hons)</td>
</tr>
<tr>
<td>Faculty</td>
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<tr>
<td>Mode of Study</td>
<td>Full Time ✗ Part Time ✗ (if both please provide two Degree Programme Tables in the Outline Programme Structure)</td>
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<tr>
<td>Location/Method of Study</td>
<td>On Campus – UK ✗ International ✗ Where: Online ☐ Blended ☐</td>
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<tr>
<td>Admission Points</td>
<td>September ✗ January ☐ Other (if more than one entry point please provide a Degree Programme Table for each in the Outline Programme Structure)</td>
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<td>Professional Body Accreditation (all relevant accreditations to be listed)</td>
<td>Name of accrediting body: N/A Required for programme: Yes/No (delete as appropriate) Date of Accreditation: XX / XX / 20XX Date of Renewal: XX / XX / 20XX</td>
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<tr>
<td>Programme Director</td>
<td>Tom Collins</td>
</tr>
<tr>
<td>Advisor of Studies</td>
<td>Dr Greg Singh</td>
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<td>Programme Approved</td>
<td>Unknown</td>
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<td>Last Updated</td>
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</table>
Section 2 Overview

PROGRAMME SUMMARY

A comprehensive summary of the programme.

Journalism Studies aims to produce graduates who have a critical understanding of the media and its role in society – nationally and globally – and who have the skills to enter jobs in the media at graduate trainee level.

We offer a programme that is intellectually challenging, with transferable skills. Therefore job destinations for Journalism Studies graduates are not restricted to the media.

The programme gives learners the opportunity to explore the social context within which the media operates and it encourages a rigorous analytical approach to understanding the role of journalists and journalism different political, economic, technological and cultural contexts.

Areas of study offered to students include the history, economics, sociology and aesthetics of journalism. The course exposes students to a range of approaches to the study of journalistic media, including political economy, institutional analysis, textual analysis, audience studies, and practical skills.

The programme encourages learners to reflect critically on the relationship between theory and practice in the field of journalism; and they have the opportunity to develop skills in print, broadcast and online journalism production, and to reflect critically on the cultural, economic, technological and political factors shaping the professional evolution and contemporary practice of these skills.

Learners will be encouraged to put their skills into practice through work experience, internships and participation in student journalism.

Successful learners will graduate with a deeper understanding of the position of the journalistic media in contemporary society, and they will be competent in professional practices – print, broadcast and online – expected of those entering the media as graduate trainees.

In a cultural economy, where journalism is a major and expanding sector of the media industries, students on this programme should emerge with a range of practical, creative, intellectual, analytical and research skills that enhance their employability.

Key Features of the Programme (including what makes it distinctive)

The Journalism Studies degree is recognized as one of the best in the UK, it is regularly ranked among sector leaders nationally. The University was a pioneer in the academic study of the media, communications and journalism and has a global reputation for the quality of its research. It is at the cutting edge in its research on data journalism and digital media, ensuring learning is informed by the latest thinking in the subject.

The programme is taught by people who are leaders in their field, with experience at a national and international level in a range of media organizations and platforms. Journalistic skills are taught by academics with extensive experience in practice who remain active in the media.

The programme is flexible. All graduates will have had the opportunity to study a range of academic and practice-based modules; but learners have the ability to tailor their studies to academic or practice-based pathways. Depending on modules taken, learners may choose to do a dissertation, investigative journalism project or documentary production in their final semester.

With strong links with industry, the Journalism Studies curriculum is informed by the needs of media organizations, there is a bespoke work experience module and visits by guest speakers who are
recognized leaders in the field.

PROGRAMME AIMS

Overarching Programme Aims

On successful completion of this programme, you should be able to:

1. Use the intellectual and social skills you have learned effectively in a wide range of work and life-related situations.
2. Demonstrate an understanding of the media, its history, and the people, stories and technologies that have informed current practice.
3. Compete for a graduate entry job in the media, demonstrating a range of industry-specific skills in writing, editing and production.
4. Understand narrative form across different genres, and to choose appropriate story-telling techniques for different media platforms and audiences.
5. Use your inquiring mind creatively and imaginatively, harnessing your intellectual capabilities to effect change.
6. Have developed research and academic writing skills that position you for postgraduate study in the media or related fields.
7. Be capable of working in a wide range of different sectors, using transferrable intellectual and practical skills learned on the programme.
8. Understand and operate effectively within the ethical, regulatory and legal frameworks that have an impact on the media and how it operates.
9. Be a good citizen with an understanding of current affairs - national and international - and be capable of making an informed contribution to debate as a journalist or a member of the public.

(delete and add rows as needed)

WHAT WILL I BE EXPECTED TO ACHIEVE?

Detailed Learning Outcomes

On successful completion of this programme, you should be able to:

1. Undertake journalistic activity based on an understanding of the media, its history, the regulatory environment, and the changing political, social, economic and technological forces which impact upon it.
2. Communicate effectively in a range of journalistic genres, utilizing appropriate story-telling techniques - to the standard for graduate entry to the media.
3. Exercise critical judgment when evaluating the role of the media in different societies, its output across a wide range of platforms, and in assessing its impact socially, culturally and politically.
4. Demonstrate creativity and innovation in generating ideas and producing work for publication or broadcast – displaying an understanding of media forms, structures and audience needs.
5. Perform journalistic tasks to a standard that complies with the legal and regulatory framework in the UK, and which is informed by a deep understanding of journalistic ethics.
6. Research a subject in-depth and communicate the story or stories effectively, appropriate to a publication or platform and its target audiences; and deploy research findings in essays, projects and other academic activities.
7. Undertake academic research, using a range of research tools to answer questions about journalism, journalistic practice and its impact on individuals, communities and the broader world.
8. Engage with current theoretical perspectives on how journalism creates meaning, the nature of its sociological influence, and the process of audience engagement with journalistic texts.
9. Appraise critically some of the widespread commonsense understandings and misunderstandings of journalistic communications, media and culture, and the debates and disagreements to which these give rise.
Intellectual, Practical and Transferable Skills and other graduate attributes:

1. Communicate effectively one-to-one, in group or team settings and through the submission of written work to a given length, format, brief and deadline;
2. Gather, organise and deploy ideas and information to formulate arguments cogently and express them coherently in written, oral or other forms;
3. Work independently and in flexible and creative ways, showing self-discipline, self-direction and reflexivity.
4. Carry out research involving sustained independent inquiry;
5. Generate story ideas, research them and write them up for specific publications, platforms and audiences.
6. Formulate appropriate questions for academic inquiry and employ appropriate methods and resources to explore those questions and communicate your findings effectively;
7. Evaluate and draw upon a range of sources and texts and appropriate conceptual frameworks.
8. Reflect on understanding gained in academic activities and act on insights gained.

These skills, subject specific and generic, are valued by employers and contribute to graduate employability. Throughout the programme, learners are encouraged to engage in work experience, internships and volunteering to enhance their personal professional development.

Values

Values are important in setting our life-goals and determining the quality of our interaction with other. These values and attitudes underpin the operation of the Journalism Studies programme:

1. Openness
2. Excellence
3. Ambition
4. Ethical Behaviour
5. Creativity
6. Independence

HOW WILL I LEARN?

Outline of the teaching methods and approach to be used on the programme.

The single honours degree in Journalism Studies contains theoretical, analytical and production elements. These provide learners with an understanding of the social, economic and political roles of the journalistic media in contemporary societies. Learners will develop the skills required for the analysis of texts drawn from all forms of journalistic media. Print, broadcast and online media, news and features are all subject to detailed analysis to see how information, meaning and pleasure are structured and communicated.

The degree programme also has a substantial practical element, in which production techniques employed in electronic, broadcast and print media are introduced. These practical elements are not intended to provide full professional training, but learners who apply themselves, and build a portfolio of work, should be capable of competing for graduate entry jobs in the media. Students have the opportunity to learn shorthand, news and feature writing, news production, editing and design for a range of print, online and broadcast platforms.

The programme develops transferable skills in written and oral communication, logical reasoning, conceptual analysis, study skills and group work.
Appropriate teaching methods and learning strategies have been developed to achieve the learning outcomes of Journalism Studies. A range of assessment methods is employed to enable students to demonstrate achievement of the learning outcomes.

Level 8 semester modules

The first two compulsory modules give a broad introduction to journalism and the ethical issues underpinning journalistic practice. They are popular with students from across the institution and attract large student numbers, c.150-200.

Lectures are used to introduce students to the key concepts and issues and to guide independent reading, an essential part of the learning process throughout the degree. Lectures attendance is an important part of the learning process.

Lectures are complemented by weekly workshops, these are linked to student reading. Full participation is encouraged, and students are expected to prepare for workshops. Debate is an important aspect of journalism and the creative industries and class discussion, which begins at this stage, is central to our teaching and learning practice. Workshops are moderated by a tutor, or a teaching assistant with expertise in the field of study.

In semester 3 learners take their first journalism practice module. Writing for Journalists 1 is a broad introduction to news writing – exploring the components of a well-written sentence and the structure of a news story. The module has a focus on writing strong intros to stories and writing briefs. Students are assessed on a number of journalistic writing projects. News quizzes are a feature of this, and subsequent, modules. Shorthand is taught as part of this module and its partner module, Writing for Journalists 2. By the end of Year 2 you should have achieved a shorthand speed of at least 60 words per minute.

The bulk of assessment on the journalism programme is in the form of essays, and individual and group exercises and projects. A small number of modules, including the opening module Introduction to Journalism, feature an examination.

Assessments are designed to test students' knowledge of the subject matter of the respective modules, their understanding of the issues involved and their ability to write cogently and coherently. Assessments also give students a sense of their progress and where they sit in relation to their cohort.

Semester modules (level 9/10)

The work undertaken in semesters 4 to 8 builds on the knowledge and understanding provided by the introductory modules, applying this to more detailed study of the journalistic media. Writing for Journalists 2 gives learners the opportunity to study a range of journalistic genres and to write articles in different writing styles. In Contemporary Journalism Practice you will explore news values, news production, editing and design. This is the compulsory module in Semester 5. Law and Government is the compulsory modules in Semester 6. In addition to a range of modules from the Film and Media and Digital Media programmes – including a module providing access to production modules – students can take modules in Magazine Journalism and Broadcast Journalism. Magazine Journalism introduces students to long-form journalism and is based around the study of key non-fiction texts from the 20th and 21st centuries from Ernest Hemingway through to Svetlana Alexievich. There is also a double-weighted module in Digital Journalism which explores mobile journalism. Blogging and the development of content for online platforms.

Students who wish to complete a practice-based investigative project should study the Advanced Reporting module in Semester 7; those undertaking a dissertation must take Researching Media and Culture, also in Semester 7.
Final semester honours students prepare a dissertation or a journalism project. This module is triple weighted to reflect both the amount and level of work associated with successfully completing it.

The 10,000-word dissertation gives students the opportunity to undertake independent, sustained academic research in an area of their own choice about journalism studies. It enables them to display the range of research, conceptual and analytical skills that they have been developing throughout the programme. The best examples should be of publishable standard.

The project enables students to undertake a sustained piece of journalistic writing and to demonstrate the research, writing and presentation skills that have been developed throughout the programme as well to demonstrate the ability to reflect critically on that process. Some students opt to take audio-visual modules leading to the production of substantial documentary work.

**WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

*Outline of the assessment methods and approach to be used on the programme. Assessment and Assessment Criteria*

You will receive a combination of formative and summative assessment. Formative assessment allows you to develop skills needed for marked assessments later in a module. These marked - summative - assessments may count towards your final degree classification. Feedback is given individually and in group contexts. Students are encouraged to engage with their tutors to look at how they might learn from completed assessments improve their performance.

The bulk of assessments are done within the module itself. In a few cases there are examinations. The assessment regime will be fully explained in the module handbook and in lectures/workshops.

The University operates a common marking scheme for all modules and exams ([http://www.stir.ac.uk/academicpolicy/handbook/assessment/](http://www.stir.ac.uk/academicpolicy/handbook/assessment/)).

All formally assessed work is marked blind and it is also systematically moderated or second marked.

Three sets of criteria are assessed in essays and exams: evidence of reading and research, argument and analysis, and writing and structure.

Reading and research: evidence of critical engagement with set materials; evidence of independent reading of appropriate academic material (which may include books, journals, audiovisual resources and archives, depending on topic).

Argument and analysis: well-articulated and well-supported argument; evidence of critical thinking (through taking a position in relation to key ideas from the module, and supporting this position); evidence of relational thinking (through making connections between key ideas from the module and wider literature, and supporting these connections); evidence of independent critical ability.

Writing and structure: clear writing; clear and coherent structure; (for essays) accuracy in referencing.

For news stories, features and other journalistic projects you will be briefed by your tutor. Details will also be made available in the module handbook and on the Canvas virtual learning environment.

**Feedback on Assessment**

- **What you can expect:**

The University takes feedback and feedforward very seriously and, along with the Students’ Union, have developed a **Feedback Policy** and **Student Guide to Feedback**. The university identifies seven key
principles of good feedback and feedforward:

- Constructive and supportive
- Clear and accessible
- Embedded
- Timely
- Transparent
- Goal referenced
- A dialogue

The University also identify steps **students** should take to get the most out of feedback and feedforward:

- Find out where, how and when feedback/feedforward will be provided
- Read and engage with the assessment criteria
- Engage with the feedback/feedforward you are given

Across the Journalism Studies programme feedback can be informal and formal, formative and summative, and can be provided individually and in groups. It can take many different forms depending on the module’s requirements and will be used in the following ways across the programme:

- discussions in class about the assignment
- reviewing assignment exemplars
- practice assignments
- practising past exam papers
- 'drop in’ advice
- guidance given on previous assignments about what to change in the future
- comments from staff or other students
- discussions in supervision meetings
- reflections in learning journals on academic/professional experiences
- Whole class or ‘generic' feedback on how an exam question had been tackled
- final marks or awards.

- What you should do with your feedback:

You are responsible for:

- familiarising yourself with module information on how to approach assessments and how, when and where to find your feedback
- accessing and digesting your feedback
- seeking further help and guidance from your tutors and other students
- saving a copy of your feedback for future use
- reflecting on your feedback to celebrate and build on your strengths and to use what you have learnt in your approach to work in the future
- offering constructive and supportive feedback to other students when asked to do so.

- When you will receive feedback:

Formal feedback on assessment is expected to be given within three working weeks – where possible you will receive feedback sooner. Our learning management system, Canvas, will be used in the electronic submission, marking and feedback dissemination of coursework.

Further information on feedback and feedforward can be found here:
[https://www.stir.ac.uk/media/stirling/services/academic-registry/documents/feedback-and-feedforward-policy.pdf](https://www.stir.ac.uk/media/stirling/services/academic-registry/documents/feedback-and-feedforward-policy.pdf)
Assessment Regulations
If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the Assessment and Academic Misconduct regulations at:


WHAT WILL I STUDY?
Outline Programme Structure

The list below shows compulsory and option modules for this programme. Option modules are revised over time and, in some cases, will be dependent upon pre-requisite and/or co-requisites being taken. More information about these requirements can be found in the relevant Module Descriptors. The options available each year can be subject to change due to student demand and availability of teaching staff.

• Where an “Option list” is specified, you have a choice of which module to take at this point in the degree programme and these choices are listed below
• For year 1 and 2 where “Any Module” is used it means that you can choose from all modules available to the year group and you can see the full list by following these links:

Undergraduate

Year 1

Total year 1 credit value = 120
Compulsory credits = 40
Option credits = 80

Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<tbody>
<tr>
<td>Introduction to Journalism</td>
<td>JOUU9X1</td>
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<tr>
<td>Ethical Issues in Journalism</td>
<td>JOUU9X2</td>
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<td>Spring</td>
<td>8</td>
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(Add and delete year/rows as needed)

Year 2

Total year 1 credit value = 120
Compulsory credits = 60
Optional credits = 60

Compulsory Modules

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<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<td>Writing for Journalists 1</td>
<td>JOUU9A3</td>
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<tr>
<td>Writing for Journalists 2</td>
<td>JOUU9J4</td>
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(Add and delete year/rows as needed)

Option Modules – you may choose one of the following modules to take

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<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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</thead>
<tbody>
<tr>
<td>Understanding audiences</td>
<td>FMSUU9U4</td>
<td>20</td>
<td>Spring</td>
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<tr>
<td>Photojournalism</td>
<td>FMSU9P4</td>
<td>20</td>
<td>Spring</td>
<td>9</td>
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<tr>
<td>Digital Media and Culture</td>
<td>FMSU9A4</td>
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<td>Spring</td>
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Year 3

Total year 1 credit value = 120
Compulsory credits = 40
Optional credits = 80

Compulsory Modules

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<thead>
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<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<td>Contemporary Journalism Practice</td>
<td>JOUU9J5</td>
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<tr>
<td>Law and Government for Journalists</td>
<td>JOUU9JL</td>
<td>20</td>
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(Add and delete year/rows as needed)

Option Modules – in each semester you may choose two of the following modules to take

<table>
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<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<td>JOUU9MJ</td>
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<td>Public Relations and Promotional Culture</td>
<td>FMSU9PR</td>
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<td>Feminism and Television</td>
<td>FMSU9FT</td>
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<td>Journalism and Society</td>
<td>JOUU9SJ</td>
<td>20</td>
<td>Autumn</td>
<td>10</td>
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<tr>
<td>The Poetic Eye Documentary Film and Television</td>
<td>FMSU9AD</td>
<td>20</td>
<td>Autumn</td>
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<tr>
<td>Gender and Representation</td>
<td>FMSU9AS</td>
<td>20</td>
<td>Autumn</td>
<td>10</td>
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<tr>
<td>Introduction to Audio and Visual Production</td>
<td>FMSU9A5</td>
<td>20</td>
<td>Autumn</td>
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<tr>
<td>Digital Journalism</td>
<td>JOUU9DJ</td>
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<tr>
<td>Digital and Data Literacy</td>
<td>CMCU9DL</td>
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<td>Autumn</td>
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<tr>
<td>Experimental Cinema</td>
<td>FMSU9EC</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
</tr>
<tr>
<td>Social Media Marketing, Contents and Strategies</td>
<td>CMCU9SM</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
</tr>
<tr>
<td>Journalism Work Experience</td>
<td>JOUU9WE</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
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<tr>
<td>Broadcast Journalism</td>
<td>JOUU9BJ</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
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<tr>
<td>Global Film and Philosophy</td>
<td>FMSU9D6</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
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<tr>
<td>Radio Feature Production *</td>
<td>FMSU9D6</td>
<td>20</td>
<td>Spring</td>
<td>10</td>
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<tr>
<td>Editing and Workflow *</td>
<td>FMSU9EW</td>
<td>20</td>
<td>Spring</td>
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</tbody>
</table>

* You must have completed FMSU9A5

Year 4

Total year 1 credit value = 120
Compulsory credits = 0
Optional credits = 120

Option Modules – you may choose three modules in Semester 7 (including those from Semester 5 you have not already done) and one in Semester 8

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Reporting</td>
<td>JOUU9JT</td>
<td>20</td>
<td>Autumn</td>
<td>10</td>
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<tr>
<td>Researching the Media and Culture</td>
<td>FMSU9A7</td>
<td>20</td>
<td>Autumn</td>
<td>10</td>
</tr>
<tr>
<td>Radio Drama Production *</td>
<td>FMSU9C7</td>
<td>40</td>
<td>Autumn</td>
<td>10</td>
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<tr>
<td>Course</td>
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</tr>
<tr>
<td>Content Development and Research *</td>
<td>FMSU9CD</td>
<td>20</td>
<td>Autumn</td>
<td>10</td>
</tr>
<tr>
<td>Journalism Project</td>
<td>JOUU9P8</td>
<td>60</td>
<td>Spring</td>
<td>10</td>
</tr>
<tr>
<td>Dissertation</td>
<td>JOUU9J8</td>
<td>60</td>
<td>Spring</td>
<td>10</td>
</tr>
<tr>
<td>Digital Publishing Project</td>
<td>CMCU9D8</td>
<td>60</td>
<td>Spring</td>
<td>10</td>
</tr>
<tr>
<td>Documentary Production *</td>
<td>FMSU9B8</td>
<td>60</td>
<td>Spring</td>
<td>10</td>
</tr>
</tbody>
</table>

* You must have completed FMSU9A5

For Part time study, students are required to meet the full time Programme Structure in full but will take longer to do so.

### READING LIST

**Required and Recommended Reading for the Programme**


Students are strongly encouraged to consume as much news and current affairs as possible from print, broadcast and online platforms, and to read it critically.

### Section 3 Student Support

**SUPPORT FOR STUDENT LEARNING**

**Induction**

You will receive an induction during the first days of your programme. This includes a range of social events, information sessions and activities to help you orientate yourself at Stirling and access the services available to you. These are opportunities to meet staff and other students from across the university, in the Faculty and on the programme.

**Study Skills Support**

Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.
All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:

- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

What SLS are able to do:

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: [http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/](http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/)

STEER
STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: [https://www.stirlingstudentsunion.com/representation/studentsupport/steer/](https://www.stirlingstudentsunion.com/representation/studentsupport/steer/)

Academic and Pastoral Support

Adviser of Studies: Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University.

More information can be found here: [http://www.stir.ac.uk/registry/advisers/](http://www.stir.ac.uk/registry/advisers/)

Personal Tutor: The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be the your first formal point of contact for general academic guidance and pastoral support.

More information can be found here: [http://www.stir.ac.uk/tse/personal-tutor/](http://www.stir.ac.uk/tse/personal-tutor/)

Support and Wellbeing: At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get the most out of your time at University. More information can be found here: [http://www.stir.ac.uk/registry/advisers/](http://www.stir.ac.uk/registry/advisers/)

Student Union: you can also access support through the Students’ Union, more information can be found here: [https://www.stirlingstudentsunion.com/representation/studentsupport/](https://www.stirlingstudentsunion.com/representation/studentsupport/)

Accessibility and Inclusion (A&I)
A&I are committed to offering a service which is welcoming and supportive of the needs of all students. Our service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. A&I can also support you if you have short-term, temporary impairments or other difficulties as a result of an
Section 4 Programme Evaluation and Enhancement

**METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING**

**Module Evaluation**
Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: [http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/](http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/)

**Programme Review**
Programmes are reviewed annually and on a 5 yearly cycle. You can get involved in a variety of different ways; by completing module evaluations, becoming a course representative and attending Student Staff Consultative Committees, or participating in the review process itself. You can find out more here: [http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/](http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/)

**External Examiner(s)**
Name of External Examiner:
Zahera Harb
Institution: City, University of London
Kaitlynn Mendes
Institution: University of Leicester

Section 5 My Future

**WHAT KIND OF CAREER MIGHT I GO ON TO?**

This degree prepares you for a job in the media, many students progress to trainee journalist roles in newspapers and magazines, but the degree provides transferable skills that are attractive to broadcasters, online platforms, strategic and corporate communications employers, PR companies and Press Offices. Students are also attractive to employers of graduates in management and other roles.

How does this programme facilitate your development of the Graduate Attributes?

**Connected**
It is industry focused and practitioner led. Staff have strong links to the media sector and many are active in it.

**Innovative**
The programme draws on expertise from researchers working at the cutting edge of media research, and it has specific strengths in digital journalism, big data and data journalism. It also has academics who have research interests in newspaper history, design, photojournalism, political and international journalism. It also has expertise in media law and regulation.

**Transformative**
Learners are taught in a supportive environment that encourages them to play to their individual strengths and helps them find their voice as journalists. Many students have won national prizes for their
### WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?

The programme actively encourages students to study abroad for a semester in Year Three. It has partnerships across the globe.

### WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

The Work Experience module in third year allows students to work for at least a week in a newspaper, broadcaster or online platform. In addition students participate in work-related projects and gain skills useful in the workplace. In recent years students have participated in live projects with Police Scotland and with the Stirling Observer. Placements include: The Daily Record, the Herald, BBC Scotland, the Oban Times, the Aberdeen Press and Journal and an MPs office in the Palace of Westminster. Students are also encouraged to source their own internships, and the programme also has a partnership with Channel Four news for an internship annually.

### WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?

What programmes of study could the student go on to after successfully completing this one?

Students can go on to study the Masters in International Journalism at Stirling, Masters in Journalism programmes at other universities, and a wide range of masters in Arts, Humanities, Social Sciences, and Business and Management.

### WHAT OTHER INFORMATION DO I NEED TO KNOW?

N/A

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**Section 6 Admissions**

### HOW DO I ENTER THE PROGRAMME?

**Admissions Criteria**

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<th>Degree Type</th>
<th>Requirement</th>
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| SQA Highers | AABB – one sitting  
AABB – two sittings |
| GCE A-levels | BBB |
| IB Diploma | 32 |
| BTEC (Level 3) | DDM |
| Scottish HNC/HND | Bs in graded units |
| English, Welsh and NI HNC/D | |
| Access Courses | Merits and Distinctions |
Access courses and other UK/EU and international qualifications are also welcomed.

Foundation Apprenticeships

Foundation apprenticeships are considered to be equivalent to one Higher at Grade B.

Advanced Entry

Year 2 entry may be possible with an HND in a related subject. Please consult our Advanced Entry pages for possible courses.

International Students

If you are an international student and don’t meet the required academic and English-language criteria for entry onto this degree, there are other options. You could take our International Foundation programme, which prepares you for entry onto our degrees. Delivered by INTO University of Stirling on our Stirling campus, you can benefit from excellent teaching and supportive English language training. Successful completion of the International Foundation in Media, Humanities and Social Sciences provides guaranteed progression to this degree.