

**PROGRAMME SPECIFICATION**  
Magazine Journalism, MA 2011-2012

**KINGSTON UNIVERSITY**

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**A. NATURE OF THE AWARD**

<b>Awarding Institution:</b>	Kingston University
<b>Final Award(s):</b>	MA Magazine Journalism; PgDip Magazine Journalism
<b>Intermediate Award(s):</b>	PG Cert Magazine Journalism; Pg Dip Magazine Journalism
<b>Course Title:</b>	Magazine Journalism
<b>FHEQ Level for the final award:</b>	Masters
<b>Credit rating by level:</b>	180@Level 7 (MA); 120@Level 7 (PgDip) PG Cert. (60 credits)
<b>JACs code:</b>	P500
<b>QAA Benchmark Statement(s):</b>	There is no benchmarking statement specific to Journalism at postgraduate level
<b>Minimum/Maximum Period of Registration:</b>	Full time: one year minimum/two years maximum. Part time: two years minimum/four years maximum
<b>Faculty</b>	Arts and Social Sciences
<b>School</b>	Humanities
<b>Location:</b>	Penrhyn Road
<b>Date Specification Produced:</b>	August 2009
<b>Date Specification Last Revised:</b>	

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**B. FEATURES OF THE COURSE**

**1. Title:**

The field is available in the following forms:

- MA Magazine Journalism – full/major/half/minor field

**2. Modes of Delivery**

The field is offered in the following alternative patterns:

- Full-time
- Part-time

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### 3. Features of the course

This masters course is designed to stimulate and impart the analytical engagement and set of skills necessary for successful integration into the commercial periodical publishing industry. Magazine journalism occupies a rapidly expanding yet fiercely competitive professional arena and the UK magazine industry is one of the most vital and innovative in the world. Magazine journalism has never been more exciting and challenging and this course is devised to give those aspiring to work in this burgeoning sector the best possible start. The course has been designed to satisfy the magazine industry's growing demand for employees with postgraduate qualifications in magazine journalism, and its focus is on professional and career development. This professional preparation degree should enable any graduate of the course to compete effectively for recognised entry-level jobs in magazine journalism and equip them with editorial, management, and leadership skills that will allow them to pursue successful long-term careers within the industry. The course is also available as a half-field option, allowing students to combine the study of magazine journalism with specialist areas to facilitate professional progression into journalistic specialisms such as fashion, business, sport or the arts.

Located within the hub of British magazine publishing, this master's based at Kingston is well placed for access to the industry. Students benefit from contact with leading magazine experts and industry specialists through masterclasses and lectures as well as a weekly guest lecture series. They are able to gain experience and enhance core skills working at the UK's foremost magazine houses. A work placement on a magazine is offered to all full and major field MA Magazine Journalism students as part of their programme. The Journalism and Publishing field has an established contacts network, including a partnership with Britain's largest privately owned magazine publisher, Haymarket Publishing.

The course's emphasis is on developing professional skills in researching, writing, designing, editing, marketing and producing magazines. Students will work individually and collectively to create and produce their own magazines. They will build up portfolios of journalism and related work over the course of their programme to demonstrate to employers their ability to work across different media platforms. The underlying technology for information creation and distribution is driving greater convergence between print and online journalism and magazine journalists are expected to be able to write and edit both for traditional print media, for the web and for broadcast. The advent of low-cost PC-based audio and video editing to broadcast standard, together with broadcast-quality distribution over the internet, means that organisations are able to produce and distribute their own material directly to audiences – not only using text and pictures but, increasingly, in audio and video formats as well. The MA Magazine Journalism will foster students' skills and awareness in these areas and allow them access to dedicated facilities equipped with professional equipment and software. As a result, the scope and design of the course reflect the particular characteristics of the modern magazine job market to turn out multi-skilled magazine journalists in the vanguard of contemporary periodical practice.

The course also has at its core a commitment to the integrity of magazine journalism as an intellectually and creatively motivated, as well as commercial, endeavour. This commitment is demonstrated through the integration of a broad range of reading and critical engagement requirements. The course will develop students' understanding of issues related to magazine journalism. Students will develop awareness of commercial imperatives, in a range of formats and genres, including consumer, B2B, customer, in-house and trade periodicals. The MA Magazine Journalism, therefore, offers a critical and commercial context within which to apply intellectual and creative methodology to develop professional periodical publishing and journalistic skills. Students are required to carry out in-depth research and analysis to a high level on issues and developments central to contemporary magazine

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journalism, and to test out their ideas and understanding in a variety of settings and contexts. This allows them to develop the necessary intellectual integrity, critical independence and journalistic skills they will need to function effectively as magazine journalists.

The course team is made up of practising journalists with wide experience of magazines, newsprint and online journalism, and part-time staff with expertise in particular areas. Staff combine teaching with their own professional work, enabling them to bring the experience of contemporary journalism into the classroom.

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### **C. EDUCATIONAL 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

**Additional aims for full and major field:**

- 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.

**Additional aims for full field:**

- develop reporting skills and legal knowledge commensurate with the standards set by industry training council
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### **D. LEARNING OUTCOMES (OBJECTIVES) OF THE COURSE**

#### **1. Knowledge and Understanding**

**On completion of the course students will be able to demonstrate knowledge and understanding of:**

- key features of professional practice in a variety of settings and contexts, especially magazine journalism;

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- the different individual roles in magazine journalism eg: editors, commissioning editors, feature writers, editorial assistants, art directors, publishers;
  - strategic developments in print and online magazine markets and how these shape launch and closure decisions;
  - the ways in which current developments in magazine journalism can be understood in relation to technological change;
  - the processes linking the production, circulation and consumption of magazine journalism in contemporary society;
  - the development of different kinds and forms of magazine journalism for different readerships;

**Additional knowledge and understanding for major and full-field students:**

- how to organise and undertake a significant work placement in the magazine journalism industry and reflect on that experience in a purposeful and meaningful way.

**Additional knowledge and understanding for full-field students:**

- the legal frameworks within which journalists operate, especially magazine journalists.

**2. Cognitive (thinking) skills**

**On completion of the course, students will have developed the ability to:**

- identify a story and its potential market;
- demonstrate an effective professional news sense and the ability to use it to create effective pieces of magazine journalism;
- originate and communicate feature ideas;
- recognise the strengths and weakness in their own writing and in that of others and use this recognition to inform their professional practice;
- think strategically to develop new publications and websites for identifiable markets;
- analyse current and emergent developments in the production and consumption of magazine journalism and apply that knowledge to their own practice;
- adapt to the needs of differing audiences and editorial objectives;
- engage critically with debates and issues related to magazine journalism;
- autonomously combine information and experience to produce innovative thinking and solutions;

**Additional cognitive skills for major and full-field:**

- self-evaluate and structure critical reflections on work-based learning;
- identify a topic worthy of sustained research, carry out research and complete a dissertation to an advanced academic and professional standard;
- 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.

**3. Practical skills**

**On completion of the course, students will have acquired practical skills in:**

- researching, interviewing and using a variety of sources of information to write original, clear, accurate copy;
- developing a repertoire of writing styles and finding the right tone and feature format for a story or a platform;
- pulling pieces and feature packages together with pictures, layout and graphics;
- crafting original editorial furniture including headlines and captions;
- making magazines through all aspects of production from flatplanning to printing;
- 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;
- writing 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;
- identifying the demands of different audiences and readerships and using this information to develop appropriate strategies for new launches and projects;
- producing publishable work to tight deadlines;
- revising their work and the work of others through the process of drafting, proof-reading, sub-editing and rewriting;
- using industry-standard software to design and produce layouts for print and web pages;
- building up a portfolio of journalistic work for potential employers;
- negotiating with employers and networking with contacts to identify job opportunities in magazine journalism;
- carrying out in-depth independent research and writing up a substantial dissertation to an advanced academic and professional standard;
- producing a significant portfolio of publishable journalism.

**E. COURSE STRUCTURE AND CONTENT**

This course is part of the University's Postgraduate Credit Framework. Courses in the PCF are made up of modules that are designated at level 7. Single modules in the framework are valued at 15 credits. The minimum requirement for a Postgraduate Diploma is 120 credits, and for a Masters degree 180. The awards available are detailed in section A and the requirements are outlined below. All students will be provided with the PCF regulations. The normal duration of the MA Magazine Journalism degree programme is one-year full time and two years part time. Students wanting to continue on to complete their MA after the nine-month Postgraduate Diploma will need to have studied a total of 120 assessed credits before proceeding to the dissertation or Practical Journalism Project.

The year is divided into two 16-week semesters made up of 11 teaching weeks and a study enhancement week, plus four weeks' examination time. Students continuing onto their MA will carry out the work for their dissertation or Practical Journalism Project between May and September after the end of semester two.

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**MA MAGAZINE JOURNALISM**

MODULE CODE	SEMESTER ONE CORE MODULES	LEVEL 7 CREDITS
JOM 411	<i>Journalism Practices</i>	15
JOM 412	<i>Feature Writing</i>	15
JOM 415	<i>Journalism and the Law (sem 1&amp;2)</i>	15
JOM 406	<i>Hands-On Journalism (sem 1 &amp; 2)</i>	30
JOM 413	<i>Design and Production in Periodical Publishing</i>	15
<b>SEMESTER TWO CORE MODULES</b>		
JOM 401	<i>News Writing</i>	15
JOM 414	<i>The Business of Magazines</i>	15
<b>SUMMER MODULES</b>		
JOM 409	<i>Dissertation OR</i>	60
JOM 408	<i>Practical Journalism Project</i>	60
<b>TOTAL CREDITS</b>		<b>180</b>

Structure for part-time students

YEAR ONE

MODULE CODE	SEMESTER ONE: CORE MODULES	LEVEL 7 CREDITS
JOM 411	<i>Journalism Practices</i>	15
JOM 412	<i>Feature Writing</i>	15
<b>SEMESTER TWO CORE MODULES</b>		
JOM 401	<i>News Writing</i>	15
JOM 414	<i>The Business of Magazines</i>	15

YEAR TWO

MODULE CODE	SEMESTER ONE & TWO: CORE MODULES	LEVEL 7 CREDITS
JOM 413	<i>Design and Production in Periodical Publishing (sem 1)</i>	15
JOM 415	<i>Journalism and the Law (sem 1&amp;2)</i>	15
JOM 406	<i>Hands-On Journalism (sem 1 &amp; 2)</i>	30

<b>SUMMER MODULES</b>		
JOM 409	<i>Dissertation OR</i>	60
JOM 408	<i>Practical Journalism Project</i>	60
<b>TOTAL CREDITS</b>		<b>180</b>

Pathways for Half, Major and Minor field students:

**Half field (60 credits of the taught modules)**

JOM 411	<i>Journalism Practices</i>	15
JOM 412	<i>Feature Writing</i>	15
JOM 413	<i>Design and Production in Periodical Publishing</i>	15
JOM 414	<i>The Business of Magazines</i>	15

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**Major (90 credits of the taught modules)**

JOM 411	<i>Journalism Practices</i>	15
JOM 412	<i>Feature Writing</i>	15
JOM 413	<i>Design and Production in Periodical Publishing</i>	15
JOM 414	<i>The Business of Magazines</i>	15
JOM 406	<i>Hands-on Journalism</i>	30
	<b>SUMMER MODULES</b>	
JOM 409	<i>Dissertation OR</i>	60
JOM 408	<i>Practical Journalism Project</i>	60
	<b>TOTAL CREDITS</b>	<b>150</b>

**Minor (30 credits of the taught modules)**

JOM 412	<i>Feature Writing</i>	15
JOM 414	<i>The Business of Magazines</i>	15

**COURSE STRUCTURE**

**Course Structure Summary**

Duration of Course	One academic year full time Two academic years part time
Structure of Academic Year	Two sixteen-week semesters; one period of four months' duration for completion of Dissertation or Practical Journalism Project
Status of each module	All modules in Semester 1 and 2 are core. Students on the MA Magazine Journalism choose either the Dissertation or the Practical Journalism Project
Credit Value	Taught modules carry 15 or 30 credits. The Dissertation and Practical Journalism Project each carry 60 credits

**Points at which students are eligible for the Postgraduate Diploma**

Postgraduate Diploma – 120 credits	On successful completion of: <i>Journalism Practices, Feature Writing, Design and Production in Periodical Publishing The Business of Magazines, Hands-on Journalism News Writing &amp; Journalism and the Law</i>
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**Points at which students are eligible for the Postgraduate Certificate**

Postgraduate Certificate – 60 credits	On successful completion of any combination of the above modules to a value of 60 credits
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**Optional module (not for credit):**

Semester 1	Shorthand @100 words per minute	50 hours
Semester 2	Shorthand @100 words per minute	50 hours

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**F. COURSE REFERENCE POINTS**

- 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 National Council for the Training of Journalists and the Periodicals Training Council.
  - The awards made to students who complete the field or are awarded intermediate qualifications comply fully with the Framework for higher Education Qualifications.
  - All of the procedures associated with the field comply with the QAA Code of Practice for Higher Education.
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**G. TEACHING AND LEARNING STRATEGIES**

The approach to teaching and learning on this course is grounded in the understanding that what students are primarily looking for is a qualification that will make them stand out from others when seeking employment in magazine journalism and the periodical sector, one of the most competitive job markets. Employers are looking for entrants who can originate and produce well-written, accurate articles, work to deadlines, and collaborate with others as part of an editorial team. They also require people who understand and are willing to engage critically both with relevant issues and with the industry in which they are operating.

To this end, the teaching and learning strategy has two main strands: firstly, the acquisition, development, and application of core practical skills relevant to professional magazine practice, and secondly, the development of students' critical capacity through discussion, debate, and reflective practice. In this way students will develop practical journalism skills combined with an understanding of the context in which today's magazine journalists operate. Magazine journalism skills are acquired in modules such as *Feature Writing* and *Design and Production for Periodical Publishing* through a series of lectures, demonstrations, practical exercises, workshops and feedback sessions of increasing complexity and realism, resulting in the production of real news, features and pages. These sessions are supplemented by seminars, group discussions and industry guests.

There will be major emphasis on building up students' core journalism skills in writing, researching, editing and magazine production. The aim is to develop not only their own writing and design skills but also their ability to edit and improve the work of other people. Great importance will be attached to producing work of publishable standard. Writing and production skills will be built up in practical workshops, where work is carried out mainly individually, involving note-taking and sub-editing as well as original writing. This is normally followed by peer review and group discussion. In this way students become accustomed



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both to writing under pressure and to the discipline of having their work read and scrutinised by others.

Students will have opportunities to apply their skills in a range of ways. They will be expected to go out and find real stories and interview the relevant sources. They will also be involved in pulling these stories together with pictures and graphics and producing magazine pages. This will feed into the work carried out during the *Hands-On Journalism* module, where students will work together as a team to design and run their own magazines. They will be expected to take a substantial amount of responsibility for the organisation, commissioning, content, design and marketing of the magazine, working as an autonomous team with oversight and support from tutors, and committing to working on the site outside of class hours. As part of the same module, students will also go on a compulsory work placement of at least 10 days, which will expose them to the realities of working in a journalistic setting and, give them opportunities to apply the skills they have acquired on the course, as well as practising the networking and communication skills which are so important in journalism. Students will be encouraged to draw on knowledge gained in their work experience and in other modules through a series of class presentations and discussions. They will also be encouraged to take advantage of opportunities provided by general activities in the subject area, the school and the faculty, such as the extra-curricular programme of speakers and events to complement their studies.

The MA will require students to engage critically with a range of social, cultural and political issues through the medium of in-depth case studies and a dissertation or work-based project, and to put their research findings in a global as well as a UK context. Students will have the option of carrying out a substantial work-based learning project in the *Practical Journalism Project* module set in the context of critical reflection of their own journalistic practice and the magazine journalism industry. Alternatively, they may choose to undertake the dissertation, enabling them to make use of the critical and practical skills and understanding of the dynamics of the magazine industry they have acquired during the two semesters of the course. Students taking these MA options will participate in a series of three two-hour group workshops at the start of the summer term in which topics will be identified and research methods and structure discussed and analysed. Students will have one-to-one tutorials with supervisors to monitor their development as the module progresses, but the bulk of their work will be self-managed.

To complement these formal and informal teaching and learning arrangements, students are required to read widely in the news and magazine media and beyond as part of all modules so that they become familiar with good writing and with styles and genres of the past and present. They are specifically asked to draw on this in their work, for example, when they have to adapt their style to the requirements of a particular medium or publication. Reading will be tracked in all modules on the university's online learning management system, where students will be asked to post responses to key chapters, extracts, and articles.

At the same time, other modules, notably *The Business of Magazines*, will provide context through lectures and seminar/workshops, where the dynamics of the periodical sector, its ethical, political and economic frameworks and the demands these place on working magazine journalists are discussed, analysed and debated. Historical case studies are used but much of this work responds to current issues in magazine journalism. Online supporting materials will also be available to students. Similarly, students will be required to examine critically existing and proposed structures, roles and relationships between the media, the judiciary and the law, using a combination of lectures, group discussions, individual research and case studies in *Journalism and the Law*. This module will provide students with the practical knowledge of legal matters such as libel and copyright law necessary to work effectively within the magazine industry.

## H. ASSESSMENT STRATEGIES

The assessment strategies for the MA Magazine Journalism are designed to reflect the dual emphasis of the course on, firstly, development of professional skills and practice and, secondly, critical engagement with current journalistic, economic, technological and legal issues within the periodical sector. The assessments set are also intended to build on and reinforce the links between different modules to give the course an overall coherence. For example, students will be expected to produce a portfolio of magazine features written for print and online media as part of the assessment for the *Hands-On Journalism* module, which will draw on skills, knowledge and understanding acquired in other modules including *Newswriting*, *Feature Writing*, *Journalism and the Law* and *Design and Production in Periodical Publishing*.

Practical modules will in some cases be assessed by assignments designed to test practical competence. For example, in the *News Writing* module, students will be required to produce a portfolio of news stories written for different readerships and markets, demonstrating their competence at writing both for traditional print media and for online media.

In other practical modules, for example *Hands-On Journalism*, assessments are designed to test not only the acquisition of practical skills but also students' ability to reflect critically on their performance and improve their practice as a result. Students will be required to demonstrate and analyse their involvement in producing the campus magazine with the completion of a critical work journal, which gives opportunities both to discuss their acquisition of professional skills and also to reflect on their learning and contribution. As part of this year-long module, students are also required to undertake a work placement, then produce a critical work journal, reflecting on their experience and its application to their future career development.

Other modules, for example *Journalism Practices* and *The Business of Magazines*, the focus of which is the critical analysis of the context and dynamics of contemporary issues in magazines and other journalism, will assess knowledge and understanding via analysis of case studies relevant to module content and class presentations on chosen topics. Such assessments will help to develop analytical and presentational skills vital for success in the workplace. These forms of assessment are complemented by more traditional assignments such as essays. These assessments help to develop the qualities of analytical thinking and reflection promoted by the course.

For major or full-field students, the two options of a dissertation or practical journalism project will test a range of abilities. The dissertation will test the capacity to work independently to research and produce a substantial piece of critical and original writing.

The practical journalism portfolio will test the ability to produce a portfolio of publishable pieces of journalism and to reflect critically on work-based learning experience. Both MA options will provide students with the opportunity to pursue a particular personal interest in magazine journalism through a sustained piece of independent research.

The course's strategy is based on developing skills and knowledge through a combination of formative and summative assessments. Here, a constructively critical approach taken by the student, module tutors, practitioners and peers informs the re-editing and development of previous work to its final conclusion.

The forms of assessment used also help to develop personal qualities valuable to employers such as persistence, accuracy, judgement, timeliness and the ability to work with others in the pursuit of a specific goal.

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Outcome	Module
Key features of professional practice in a variety of settings and contexts, especially magazine journalism	All, and especially emphasised in JOM406 Hands-on Journalism and JOM408 Practical Journalism Project
The different individual roles in magazine journalism eg: editors, commissioning editors, feature writers, editorial assistants, art directors, publishers	JOM406 Hands-on Journalism, JOM411 Journalism Practices, JOM412 Feature Writing, JOM413 Design and Production in Periodical Publishing, JOM401 News Writing, JOM414 The Business of Magazines
Strategic developments in print and online magazine markets and how these shape launch and closure decisions	JOM411 Journalism Practices, JOM414 The Business of Magazines
The ways in which current developments in magazine journalism can be understood in relation to technological change	JOM411 Journalism Practices, JOM414 The Business of Magazines, JOM406 Hands-on Journalism
The processes linking the production, circulation and consumption of magazine journalism in contemporary society	JOM406 Hands-on Journalism, JOM411 Journalism Practices, JOM412 Feature Writing, JOM413 Design and Production in Periodical Publishing, JOM401 News Writing, JOM414 The Business of Magazines; JOM408 Practical Journalism Project
The development of different kinds and forms of magazine journalism for different readerships	JOM406 Hands-on Journalism, JOM412 Feature Writing, JOM413 Design and Production in Periodical Publishing, JOM401 News Writing, JOM414 The Business of Magazines
The legal frameworks within which journalists operate, especially magazine journalists	JOM415 Journalism and the Law, JOM401 News Writing
How to organise and undertake a significant work placement in the magazine journalism industry and reflect on that experience in a purposeful and meaningful way	JOM406 Hands-on Journalism, JOM408 Practical Journalism Project

**MA Magazine Journalism**  
**Knowledge and Understanding**

**Cognitive (thinking) Skills**

Outcome	Module
Identify a story and its potential market	JOM412 Feature Writing, JOM401 News Writing
Demonstrate an effective professional news sense and the ability to use it to create effective pieces of magazine journalism	JOM412 Feature Writing, JOM401 News Writing, JOM406 Hands-on Journalism, JOM408 Practical Journalism Project
Originate and communicate feature ideas	JOM412 Feature Writing, JOM406 Hands-on Journalism, JOM408 Practical Journalism Project
Recognise the strengths and weakness in	JOM406 Hands-on Journalism, JOM412

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their own writing and in that of others and use this recognition to inform their professional practice	Feature Writing, JOM401 News Writing, JOM408 Practical Journalism Project
Think strategically to develop new publications and websites for identifiable markets	JOM406 Hands-on Journalism, JOM413 Design and Production in Periodical Publishing
Analyse current and emergent developments in the production and consumption of magazine journalism and apply that knowledge to their own practice	JOM406 Hands-on Journalism, JOM411 Journalism Practices, JOM412 Feature Writing, JOM413 Design and Production in Periodical Publishing, JOM401 News Writing, JOM414 The Business of Magazines, JOM408 Practical Journalism Project
Engage critically with debates and issues related to magazine journalism	JOM411 Journalism Practices, JOM414 The Business of Magazines, JOM408 Practical Journalism Project, JOM409 Dissertation, JOM415 Journalism and the Law
Autonomously combine information and experience to produce innovative thinking and solutions	All
Identify a topic worthy of sustained research, carry out research and complete a dissertation to an advanced academic and professional standard	JOM409 Dissertation
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	JOM408 Practical Journalism Project, JOM406 Hands-on Journalism
Self-evaluate and structure critical reflections on work-based learning	JOM408 Practical Journalism Project, JOM406 Hands-on Journalism

**Practical Skills**

Outcome	Module
Researching, interviewing and using a variety of sources of information to write original, clear, accurate copy	JOM412 Feature Writing, JOM401 News Writing, JOM406 Hands-on Journalism, JOM408 Practical Journalism Project
Developing a repertoire of writing styles and finding the right tone and feature format for a story or a platform	JOM412 Feature Writing, JOM401 News Writing, JOM406 Hands-on Journalism, JOM408 Practical Journalism Project
Pulling pieces and feature packages together with pictures, layout and graphics	JOM413 Design and Production in Periodical Publishing, JOM406 Hands-on Journalism
Crafting original editorial furniture including headlines and captions	JOM413 Design and Production in Periodical Publishing, JOM406 Hands-on Journalism
Making magazines through all aspects of production from flatplanning to printing	JOM413 Design and Production in Periodical Publishing, JOM406 Hands-on Journalism.
Writing for both print and online media, with the ability to adapt the content and style of	JOM412 Feature Writing, JOM401 News Writing, JOM406 Hands-on Journalism,

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their writing to satisfy the demands of an increasingly convergent journalism industry	JOM408 Practical Journalism Project
Identifying the demands of different audiences and readerships and using this information to develop appropriate strategies for new launches and projects	JOM413 Design and Production in Periodical Publishing, JOM406 Hands-on Journalism, and to some extent JOM414 The Business of Magazines
Producing publishable work to tight deadlines	JOM412 Feature Writing, JOM401 News Writing, JOM406 Hands-on Journalism, JOM408 Practical Journalism Project
Using industry-standard software to design and produce layouts for print and web pages	JOM413 Design and Production in Periodical Publishing, JOM406 Hands-on Journalism
Building up a portfolio of journalistic work for potential employers	JOM412 Feature Writing, JOM401 News Writing, JOM406 Hands-on Journalism, JOM408 Practical Journalism Project, JOM413 Design and Production in Periodical Publishing
Negotiating with employers and networking with contacts to identify job opportunities in magazine journalism	JOM406 Hands-on Journalism, JOM408 Practical Journalism Project
Carrying out in-depth independent research and writing up a substantial dissertation to an advanced academic and professional standard	JOM409 Dissertation
Producing a significant portfolio of publishable journalism	JOM408 Practical Journalism Project, JOM406 Hands-on Journalism
Revising their work and the work of others through the process of drafting, proof-reading, sub-editing and rewriting	JOM412 Feature Writing, JOM401 News Writing, JOM406 Hands-on Journalism, JOM408 Practical Journalism Project, JOM413 Design and Production in Periodical Publishing

**I. ENTRY QUALIFICATIONS**

**1. The minimum entry qualifications for the field are:**

- A good honours degree or equivalent **OR**
- Evidence of substantial and demonstrable professional commitment to journalism, for example, a portfolio of published journalism or work placements within the industry.
- International students and others whose native language is not English must have an overall IELTS score of 6.5, with a score of 7.5 or equivalent in the written section of the test.

The above will normally be regarded as appropriate admission requirements for the course, though non-standard entrants will always be considered for entry:

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,

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verification will be established in the course of the interview, or, where appropriate, through the submission of supporting documentation and evidence.

#### **Admissions procedures**

The Director of Studies or a nominated 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 a panel of senior members of the course teaching team. The decision regarding offers of places will be made by the Director of Studies or a senior member of the course teaching team after interviewing the applicant. The Director of studies or nominated admissions tutor will receive administrative support from the Postgraduate Course Administrator.

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### **J. CAREER OPPORTUNITIES**

Students graduating from this course will be well placed to pursue careers in magazine journalism, periodical publishing and the communications industries. The course will provide the skills base necessary for careers in:

- Magazines: consumer, trade, B2B, customer, in-house, journals, supplements
- Online media operations
- National and regional newspapers
- Communications departments in private sector companies
- Information departments of charities and non-governmental organisations
- Related industries such as publishing, public relations and advertising
- Further academic research and study in the field of journalism

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### **K. INDICATORS OF QUALITY**

Journalism has no pre-existing externally ratified indicators of quality. However, the course team is composed of experienced and recognised practitioners of repute.

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### **L. APPROVED VARIANTS FROM THE UMS/PCF**

N/A

**PROGRAMME SPECIFICATION**  
Magazine Journalism, MA 2011-2012

**KINGSTON UNIVERSITY**

**APPENDIX A: MA Journalism Assessments**

<b>Module Title</b>	<b>Assessment strategy</b>	<b>Major categories of assessment</b>
<i>Journalism Practices</i>	The assessment for this module is designed to test students' knowledge and understanding of the journalism industry and current debates within journalism, and to examine students' ability to carry out independent research working with others to a brief.	<ol style="list-style-type: none"> <li>1. A 1,500 word critical case study of a media organisation</li> <li>2. Group presentation and facilitation of a key journalistic issue</li> <li>3. Online discussion board contribution</li> </ol> Essay: 50% Presentation and participation: 50%
<i>Feature Writing</i>	The assessment for this module is designed to test students' understanding of and ability to originate, develop and write a range of features by creating their own portfolio of articles.	A 3,000 word portfolio of a range of different features  Portfolio: 100%
<i>Design and Production in Periodical Publishing</i>	The assessment for this module is designed to test students' understanding and application of the general principles and skills that govern the production of print and online publications	<ol style="list-style-type: none"> <li>1. Portfolio containing a collection of completed design and sub-editing tasks undertaken throughout the course</li> <li>2. Magazine concept and design project including production of a dummy cover and pages together with relevant research analysis and support material</li> </ol> Portfolio: 50% Project: 50%
<i>The Business of Magazines</i>	The assessment for this module is designed to test students' critical awareness of the development of the magazine industry, its working practices and the forces that affect it.	<ol style="list-style-type: none"> <li>1. A 2,500-word essay focusing on a real-life magazine</li> <li>2. Research presentation:</li> </ol> Essay: 70% Presentation 30%
<i>Journalism and the Law</i>	The assessment for this module is designed to test students' in-depth knowledge and understanding of current legal debates affecting journalists and to examine students' ability to engage critically with a chosen case study of a legal issue raised by media coverage.	A 2,000-word case study informed by in-depth research into issues raised by media coverage in a range of publications. Essay: 100%
<i>News Writing</i>	The assessment for this module is designed to test students' ability to research and write news stories for a range of media and to apply skills and knowledge acquired in other related modules ( <i>Journalism and the Law</i> )	A 1,000-word portfolio of news stories, with all stories a minimum of 250 words long, plus a 1,000 word research log Portfolio: 100%
<i>Hands-On Journalism (semester 1 and 2)</i>	Assessments are designed to allow students to reflect on their practical experience of journalism, to build a portfolio of real journalistic work and to	<ol style="list-style-type: none"> <li>1. A portfolio of news and feature articles with original copy as well as other samples of work produced for the campus online and print</li> </ol>

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	put together a working portfolio.	publications and during work placement, backed up by a critical work journal. Portfolio: 100%
<i>Dissertation</i>	The Dissertation is designed to test each student's ability to produce a substantial piece of critical writing of up to 15,000 words and demonstrate the character and depth of the research undertaken in a research report submitted as part of the dissertation.	Dissertation: 100%
<i>Practical Journalism Project</i>	The assessment on this module is designed to test out journalistic application in a critically informed context and to encourage reflective practice as a means of identifying personal and professional issues.	Journalism research portfolio including: <ul style="list-style-type: none"> <li>• Written journalism and other work-related evidence of achievement with critical evaluation (6,000 words)</li> <li>• Study of a related area of journalism (3,000 words)</li> <li>• Piece of reflective writing considering the project as a whole (3,000 words)</li> </ul> Portfolio:100%



MA Magazine Journalism 2008-2009

**APPENDIX B: MA Magazine Journalism Module Delivery and Assessment**

MA/PgDip Magazine Journalism

The following tables indicate when modules will be delivered and when students will undertake the main assessment tasks:

Semester 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Feature Writing												Assessment
Journalism Practices	As/ment						As/ment					
Journalism and Law												
Hands-On Journalism (semester 1 & 2)												
Design and Production Periodical Publishing												Assessment

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Semester 2

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9 (Study enhancement week)	Week 10	Week 11	Week 12
News Writing												Ass/ment
Design and Production in Periodical Publishing												Ass/ment
Business of magazines												
Journalism and the Law									Ass/ment			
Hands-On Journalism (semester 1 & 2)												Ass/ment

\*Note: individual students will give assessed presentations throughout the semester

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**APPENDIX C: MA Journalism Module Assessment Methods**

The types of assessment methods used on each module are indicated as follows:

Semester 1 MA/PgDip

	Journalism Practices	Feature Writing	Journalism and the Law (sems 1 & 2)	Design and production in periodical publishing
Essay	*		*	
Portfolio		*		*
Presentation	*			
Group project	*			
Reflective essay				

Semester 2 MA/PGDip

	News Writing	Business of magazines	Hands-On Journalism
Essay		*	
Presentation		*	
Group project			*
Portfolio	*		*
Reflective essay			*
			*

May-September MA

	MA options
Dissertation	*
Practical journalism portfolio	*