



This specification provides a summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

The content of our courses is reviewed annually to make sure it's up-to-date and relevant. Individual modules are occasionally updated or withdrawn. This is in response to discoveries through our world-leading research; funding changes; professional accreditation requirements; student or employer feedback; outcomes of reviews; and variations in staff or student numbers. In the event of any change we will inform students and take reasonable steps to minimise disruption.

Programme Details

1. Programme title	Journalism		
2. Award type	Master of Arts		
3. Programme details	FHEQ Level: 7	Mode of Study: Full time	Duration: 1 year
4. Faculty	Faculty of Social Sciences		
5. School	Owning: School of Information, Journalism and Communication		
6. Accrediting Professional or Statutory Body	National Council for the Training of Journalist (NCTJ)		
7. HECoS code <i>Select between one and three codes from the HECoS vocabulary.</i>	Code: 100445 Percentage: 100	Code: Percentage:	Code: Percentage:
<i>Programme code (internal use)</i>	IJCT026		

9. Programme aims

The programme aims to:	
A1	Provide students with a broad and high level understanding of journalism as a subject of academic inquiry and an arena of professional practice.
A2	Provide research-led teaching in journalism which reflects and critiques current scholarly work of relevance to the journalism environment.
A3	Provide students with opportunities to develop specialist knowledge of journalism and the broader media context within which journalism operates.
A4	Develop students' critical knowledge and consideration of theoretical and conceptual issues which are central to journalism.
A5	Develop in students a range of subject specific, practical and generic skills relevant and appropriate to a variety of journalistic platforms using a multimedia approach.
A6	Foster high ethical and professional standards.

10. Programme learning outcomes

Knowledge and understanding (K)	
On successful completion of the programme, students will be able to demonstrate knowledge and understanding of:	
K1	The contemporary social, political and commercial context of journalism and communication.
K2	Law, ethics, regulation and codes of practice applicable to all journalistic platforms.
K3	The role and impact of journalism and journalists in society.
K4	The structures, roles and social responsibilities of local and national government (UK).
K5	Professional practices and multimedia production across a variety of journalistic platforms including, broadcast, digital and print journalism.
K6	Journalism in a national and international context.
K7	A multiplatform approach of the processes and techniques of contemporary news production.
K8	Reflective practice in a professional journalism context.
K9	The research skills necessary to produce a range of different journalistic content.
Skills and other attributes (S)	
<i>When considering the skills and attributes developed in this programme, please refer to the Sheffield Graduate attributes (SGAs). SGAs can be found here</i>	
On successful completion of the programme, students will be able to:	
S1	Deploy core journalism skills including researching, reporting, writing, interviewing and working with data combined with the application of professional, legal, ethical and regulatory concepts.
S2	Interrogate and analyse information for its accuracy, provenance, authority and credibility.

S3	Publish content across a variety of journalistic platforms including, broadcast, digital and print journalism.
S4	Work professionally and to adapt to various modes of working both independently and collaboratively and within a timely manner.
S5	Initiate, develop and execute distinctive, creative and authentic journalistic content using multimedia tools across a variety of platforms.
S6	Demonstrate advanced written and verbal communication skills.
S7	Exhibit problem solving, self-reflection, resilience, self-reliance and critical thinking.

11. Learning and teaching methods *(this should include a summary of methods used throughout the programme, including any unique features and should be written with a student focus as this information will display to current students and applicants i.e. prospectus)*

Our dynamic learning and teaching approach ignites conceptual understanding through engaging lectures, interactive seminars, and hands-on workshops. This knowledge then leaps into action through live news days, allowing you to connect with the wider community. The insights gained from these real-world experiences are brought back into the newsroom for production and discussion. Furthermore, a blend of online and flipped learning strategies permeates the entire programme. Instead of passively receiving information in a lecture, you will be encouraged to engage with carefully curated online resources – perhaps interactive video tutorials demonstrating key journalistic techniques, immersive real-world news experiences and digital libraries brimming with relevant articles, or work on collaborative group projects. This comprehensive educational journey is powered by the synergy between online flexibility and dynamic in-person interaction. It empowers you to take ownership of your learning, develop a deeper understanding through active application, and prepares you with the digital literacy essential for navigating the modern journalistic landscape, in a safe, nurturing and inclusive learning environment.

This is a fast paced course which will develop your core knowledge and understanding of journalistic principles and practice. This includes how to create compelling multi-media story packages for the media, how to research, gather, organise and structure information, and then how to present it in an accessible way with workshops structured to represent newsroom activity. The course will teach you skills to develop your resilience, self-reliance and initiative by allocating you a geographic area of Sheffield where you are expected to develop contacts and gather stories. You will also be taught how to report from courts and council meetings. You will also be introduced to methods of critically analysing news products and processes.

We will develop your skills to ensure you can produce journalistic content for print, broadcast, audio and digital forms. You will have the opportunity to explore the theoretical approaches to analysing journalism, understanding what media freedom means in a digital era and to develop the skills and awareness to effectively and ethically produce journalism on global issues from a newsroom. You will learn the fundamentals of media law and court reporting restrictions.

In the second semester you will be applying a full range of skills to a greater range of publishing outputs, and will be putting them into practice ready for your transition into the world of work. You are encouraged to develop different writing and production styles, harness investigative and deep-dive tools to produce exclusive content and will reflect on a range of journalism issues and you will be given a choice on what platform you produce your final portfolio.

The learning pathway through your degree is designed in conjunction with the core curriculum for National Council of Training for Journalists, and on successful completion of external assessments, results in the Gold Standard diploma through the UK's main accrediting body.

The following teaching and learning methods are used throughout the programme:

1. **Lectures** are used to develop your fundamental knowledge. They provide the foundation on which more reflective teaching and learning is built up through seminars and self-directed study.
2. **Seminars** and tutorials provide a smaller group format in which ideas, concepts and knowledge can be discussed and examined, deepening your understanding of a topic and allowing you to develop your communication and collaboration skills.
3. **Live Production** is used to allow you to engage with society and report real world stories. You'll come into contact with a wide range of people, setting up interviews, researching and developing exclusive news angles and publishing live across a range of journalistic platforms in real time.
5. **Workshops** are an important part of some modules, especially those where you learn key professional and journalistic skills. These sessions are tutor-guided but allow you to do focused work on a specific topic or task, such as video editing, camera skills and content creation.
6. **Group Work** forms an important part of the teaching and learning experience because group working skills are highly valued by employers. Some group work is formative, providing opportunities for you to learn together with other students in order to improve your individual understanding.
7. **Individual research** will deepen your knowledge of a particular area of theory and practice in global sustainable development, improving your research and self-management skills.

Throughout the programme you will have access to a school-wide vibrant series of guest lectures from senior industry figures who present the different aspects of journalism. Work experience provides the opportunity to engage in journalism in the workplace.

12. Assessment and feedback methods *(this should include the range of types of methods used and should be written with a student focus as this information will display to current students and applicants i.e. prospectus)*

Our inclusive assessment goes beyond traditional methods. We empower your learning journey through dynamic portfolios showcasing your real-world journalistic productions through outward facing newsday experiences, alongside insightful essays, engaging presentations, and other traditional forms of assessment. You'll also tackle assessed live simulations, putting your skills to the test in realistic scenarios. To guide your progress, we provide constructive formative feedback during preparation, both in collaborative classroom settings and personalized one-on-one sessions. You'll receive robust summative feedback, often delivered through tailored written or video critiques, to ensure you fully grasp your achievements and areas for growth.

Optional modules will offer you the opportunity to deepen your understanding of more specialist subjects. The assessment for these will vary according to your choices. You will also complete a portfolio which will enable you to produce an advanced piece of journalistic content or conduct a significant piece of independent research or on a topic and platform of your choosing.

You will also have the opportunity to take examinations set by the National Council for the Training of Journalists in order to achieve a Diploma in Journalism.

Version Number:	Purpose / Change:	Cohort affected: (academic year and level)	Date change approved:

1			April 2017
2	Major Amendment	26/27	October 2025

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