



**Bournemouth
University**

MA Journalism and New Media

The Media School

The Media School at Bournemouth University is the Only Centre for Excellence in Media Practice in the UK and is also a Skillset Media Academy. Media School students benefit from top speakers and industry guest from across the media industry who deliver talks and lectures on a regular basis, as well as our own successful graduates who often come back to mentor students and work with staff on research projects.

MA Journalism and New Media is a new course for 2011 which builds upon the Media Schools strong research background and links with industry. The course aims to develop postgraduates who can critically explore the ways in which new media forms and practices are facilitating a transformational shift in news and journalism.

Duration:

One year full-time, September start

Entry Requirements:

The course is suited to a range of individuals. These include graduates from a wide variety of disciplines seeking careers in journalism and research, especially those who can demonstrate some evidence of prior journalistic endeavour. The course is also aimed at professional journalists who wish to pursue careers in research.

The normal minimum qualification is a Lower Second Class Honours degree or comparable professional qualifications (2:2). Enquiries from non-standard applicants with relevant professional experience are invited, and will be treated on a case-by-case basis.

If English is not your first language:

IELTS (Academic) 7.0.

Contact:

askBU enquiry service

Tel: (UK callers enquiry service only) 08456 501501

Tel: (International callers only) +44 (0) 1202 961916

Email: askBUenquiries@bournemouth.ac.uk

Open Days: www.bournemouth.ac.uk/opendays

For more course information

www.bournemouth.ac.uk/courses/MAJNMF

Overview

This course will be of particular interest to people working within the media, or recently graduated media students who wish to explore further the impact the internet is having on the news industry.

You will study and research areas including:

- the emergence of innovative strategies of news gathering, distribution and presentation;
- efforts to secure new business models;
- changing patterns in news consumption;
- challenges for government policy-making and regulation;
- and the rise of collaborative, citizen-based approaches to news reporting, amongst many others.

In addition, you will consider how new types of journalism can be developed to foster renewed civic engagement among citizens, empowering them to take action on issues of local, regional and/or global concern.

You will also be encouraged to develop critical perspectives, enabling them to re-invigorate traditional thinking about news and journalism.

By the end of the degree you will be equipped with an understanding of how to carry out research enquiries and/or journalistic investigations of topics relevant to their interests

Course content

New Media Innovation

This unit aims to explore areas where journalism and new media intersect.

Focus will be on how new media innovation facilitates different forms and practices for news production, distribution, consumption and interaction. You will critically engage with key issues and debates facing a networked media landscape, where audiences as passive consumers make way for collaborative reporting, crowd sourcing.

Citizen Journalism and Social Reporting

This unit aims to provide you with a critical and systematic understanding of issues and debates relating to citizen journalism and social reporting.

You will examine how ordinary citizens, activists, grassroots and social movements are increasingly taking on the roles of journalists by utilising online and mobile communications in a spontaneous or bottom-up way to help report or make sense of challenges facing them.

Investigative Journalism

This unit seeks to examine the history and practice of investigative journalism, and consider its application in both traditional and online media.

Environment, Conflict and Crisis News

This unit aims to explore the 'journalisms of crises' – specifically, environmental disasters, war, terrorism and other conflict situations that are an integral part of the media coverage.

Digital Magazines and Photojournalism

This unit aims to explore the forms and practices of magazine journalism and photojournalism as they are evolving in a digital era.

Researching Journalism and the Internet

The unit aims to provide you with a critical understanding of key issues in journalism and the internet, as well as with the methodological frameworks and scholarly skills required to research those issues. The key technological, political, social, economic, cultural and ethical implications of the internet for journalism will be used as the starting point from which you will be able to draw and link ideas, identify relevant scholarship, generate research questions and hypotheses and design a research project.

Dissertation, Journalism Project and Production Project & Critical Analysis

You will undertake a self-conceived piece of independent research and produce an extended essay or journalistic writing or production project under the guidance of a nominated supervisor.

Learning and Assessment

A variety of teaching and learning methods is employed, including workshops, lectures, seminars, tutorials and open learning. Units delivering professional skills include simulations of professional practice in digitally equipped audio and video studios and an online newsroom. Team work plays an important part in the learning process, thus replicating professional practice.

The course employs a wide range of assessment methods, including examinations, essays, seminar presentations individual and group project work, production analyses and dissertations

Recent graduates from our other courses in our Postgraduate Framework in Journalism are now working as:

- Journalists for Associated Press
- Journalists for BBC Southampton - where the course has an unbroken line of employment of editorial roles in online journalism since 2002
- Supervising Editor at CNN.com
- Manager of a radio station in Dar Es Salaam, Tanzania
- Classic FM, and launch manager of another, Magic FM
- Journalist for BBC Breakfast TV News, and also working as an ambassador for the BBC visiting colleges and universities in the UK
- Freelancer, for publications, such as *Campaign* magazine
- A TV reporter in Norway
- A multimedia journalist and leading website development for Ericsson, the Finnish telecommunications company
- An Online Journalist with The Lawyer magazine, London
- Trainee journalists on the Bloomberg traineeships
- Director, Sunpoint Project, Russia
- Editorial: *Red Magazine Online*, Deputy Editor (NewWoman Online (Emap)).

Please note:

The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.