



**Bournemouth  
University**

# MA Multi-Media Journalism

## The Media School

**MA Multi-Media Journalism, the first course in the UK to explore the full potential of multi-platform (convergent) news publishing, is a professionally-based course designed for graduates and professionals wishing to extend their skills across different media. The equal mix of broadcasting and online writing in this intensely practical course sharpens the defining elements of cutting-edge journalism. It is accredited by the Broadcast Journalism Training Council.**

### **Duration:**

One year full-time, October start

**Email:** [askBUenquiries@bournemouth.ac.uk](mailto:askBUenquiries@bournemouth.ac.uk)

**Open Days:** [www.bournemouth.ac.uk/opendays](http://www.bournemouth.ac.uk/opendays)

---

### **Entry Requirements:**

The course is suited to a range of individuals. These include graduates from a wide variety of disciplines seeking careers in journalism, especially those who can demonstrate some evidence of prior journalistic endeavour. The course is also aimed at professional journalists who wish to update their knowledge of the way the profession of journalism is evolving.

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

Applicants will be invited for an interview and asked to provide portfolios of work, or undertake a written test.

---

### **If English is not your first language:**

IELTS (Academic) 7.0 overall with 6.5 in writing and 6.0 in all other components

For 2010 entry: A minimum of an overall score of IELTS (Academic) 6.0 with a minimum score of 6 in each component will be required before an applicant will be considered and offered an interview.

Please be aware that all applicants for this course are interviewed as part of the selection process.

---

### **Contact:**

**askBU** enquiry service  
Royal London House  
Christchurch Road  
Bournemouth  
BH1 3LT

**Tel:** (UK callers enquiry service only) 08456 501501

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

---

### **For more course information**

[www.bournemouth.ac.uk/courses/mammj](http://www.bournemouth.ac.uk/courses/mammj)

### **Overview**

Multi-skilling defines this groundbreaking course, enabling you to cover any news story for the web, for television and for radio when you leave. You can take a story from one medium and transfer it into another – television to radio – radio to online writing. You can adapt and deepen stories, yet work to the sharpest deadline. And you will be able to edit video, audio and text into packages to international broadcast standards. We know that employers are hungry for graduates who can adapt.

Graduates from the course go straight into national and local broadcast news, national and local newspapers, national magazines and often enjoy an accelerated rate of promotion in their chosen profession. Ultimately you will have a wider choice of career. Live news publishing, broadcast bulletins across the internet, news stories gathered locally and nationally – all go out from the course news website. You will be working in professional-standard newsrooms, take key roles as editors, news editors, convergence editors and reporters on the course news website.

The course builds upon the excellent reputation of The Media School. The School has a long-established national reputation for the excellence of its journalism courses, and many of its alumni hold senior positions in the media industries. The School has strong industry links, including guest lectures by industry professionals. Visiting fellows include investigative journalist Duncan Campbell and the first woman to edit a national newspaper – Eve Pollard.

### **Professional recognition**

This course is accredited by the Broadcast Journalism Training Council.

## Course content

### Terms 1 and 2

#### Online Journalism Core Skills

This unit will alert you to the need for accurate fair reporting and teaches how to develop news sense and impact.

#### Core Skills Digital Broadcasting

Teaches the essential methods, research and recording for all kinds of local and national journalism. Focuses on writing, research and editing as well as dynamic interviewing.

#### Digital Broadcasting

Develops the key techniques of radio and television broadcasting using traditional and emerging digital formats. You will develop competence to join either a traditional media news company or one based around online activities globally.

#### Convergence journalism

This unit will allow you to experiment with digital convergence and publish in multi-media, including experience of news roles of editing and sub-editing and producing broadcast for the web.

#### Legal and ethical context

Provides a critical understanding of media regulation, issues relating to press and broadcasting freedoms and varying approaches to the role of journalism and journalists, their ethical dilemmas and professional codes of conduct.

#### Frontiers in Journalism

You will discuss the role and development of journalism in the new century as it goes through some of the biggest impacts of technology and social change ever, and as globalisation takes wing in the cyberworld. Issues of local and regional exclusion and social justice are assessed in the context of technology and opportunity.

### Term 3

#### Production Project and Analysis

You will create a multi-media website on a single topic or linked theme. This explores your new skillbase and lets you demonstrate digital journalism skills as well as research outstanding showpiece journalism.

---

## 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.

#### Career opportunities

Graduates from the course go straight into national and local broadcast news, national and local newspapers, national magazines, and have a wider choice of career options, often enjoying an accelerated rate of promotion in their chosen profession.

Given the wide range of skills that have been developed through their studies, graduates have gone on to work across various media and often make a rapid progress into senior positions. Recent graduates are now working as:

- Trainee journalists on the Bloomberg traineeships
- 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
- Manageress of a radio station in Dar Es Salaam, Tanzania, Classic FM, and launch manageress 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
- 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.***

Last updated: August 11