



**RICHMOND**  
THE AMERICAN INTERNATIONAL  
**UNIVERSITY**  
IN LONDON

**BA (Hons) International Journalism and Media with Combined  
Studies**

**Programme Specification**

**2014-2015**

## Introduction

This document describes the degree of BA (Hons) International Journalism and Media with Combined Studies awarded by Richmond the American International University in London using the protocols required by the UK National Qualifications Framework as defined in the publication QAA guidelines for preparing programme specifications (June 2000).

The degree is delivered within the framework of a US Liberal Arts degree. Typically students complete 40 separate modules over the course 3.5 to 4 years (approximately 10 modules per year). Normally, each module carries 3 academic credits (equivalent, approximately, to 3 classroom contact hours per 15 week semester). On this basis students are required to earn 120 academic credit hours in order to complete their degrees.

As an American university validated by the Middle States Commission on Higher Education, Richmond currently awards US credit for its courses. US credit is closely related to classroom contact hours, although expectations of work to be completed outside of the classroom are also included in US credit definitions. The normal credit load for one year of study in the US system is 30 credits.

Richmond is currently engaged in project to map all of its courses onto the *Framework for Higher Education Qualifications*. This involves defining both credit and levels in UK terminology. So all courses going forward will be defined in terms of Levels (3)4-6, and credit will be defined in both US terms, and in terms of CATS credits. All courses will be reviewed, and the appropriate levels assigned. The coding of all existing courses will be changed across the institution.

This is a major project, and mapping must be determined across the entire institution. Richmond has agreed a timeframe with the OU for implementation of this mapping in all departments. The Dean of Academic Affairs will be making a presentation at all programme revalidation meetings to go over the main issues involved, the implementation plan, any subject-specific developments, and the plan for the production of UK-compliant transcripts and diploma supplements.

The OU has agreed that individual programmes without existing *FHEQ* mapping will be considered for revalidation in their current forms. The lack of existing *FHEQ* mapping will not prevent programmes from being revalidated.

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## 1. Overview/Factual Information

<b>Programme/award title(s)</b>	BA (Hons) International Journalism and Media with Combined Studies
<b>Teaching Institution</b>	Richmond, the American International University in London
<b>Awarding Institution</b>	The Open University
<b>Date of latest OU validation</b>	September 2012
<b>Next revalidation</b>	2016-2017 academic year
<b>Credit points for the award</b>	122 US Credits 488 UK Credits at <i>FHEQ</i> Levels 3-6 (124 at Level 3; 124 at Level 4; 120 at Level 5; 120 at Level 6)
<b>UCAS Code</b>	University Code: R20 Course Code: PP53
<b>Programme start date</b>	September 2009
<b>Underpinning QAA subject benchmark(s)</b>	Communication, Media, Film and Cultural Studies 2008 <a href="http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.aspx">http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.aspx</a>
<b>Other external and internal reference points used to inform programme outcomes</b>	See sections 2.3 and 2.4 below.
<b>Professional/statutory recognition</b>	N/A
<b>Language of Study</b>	English
<b>Duration of the programme for each mode of study (P/T, FT,DL)</b>	FT – 4 years (including one year at <i>FHEQ</i> Level 3)
<b>Dual accreditation (if applicable)</b>	Middle States Commission on Higher Education (First accredited 1981; renewed 1996 and 2006. Institutional Review scheduled for 2016.) QAA – IRENI May 2013
<b>Date of production/revision of this specification</b>	May 2014 (see chart below for list of revisions)

**Please note: This specification provides a concise 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 s/he takes full advantage of the learning opportunities that are provided.**

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in course specification documents, syllabi, and the student handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

#### Programme Specification Publication Dates

<b>First Edition</b>	July 2011
<b>Revision 1</b>	February 2012
<b>Revision 2</b>	June 2012 (substantive revision, including <i>FHEQ</i> and credit mapping)
<b>Revision 3</b>	August 2013
<b>Revision 4</b>	May 2014

## 2. Programme aims and objectives

### 2.1. Educational aims and mission of the programme

#### MISSION

The International Journalism and Media Major prepares students to become ethical news professionals in the converged newsroom of the 21st Century. The Major provides an interdisciplinary, multimedia approach to the study of and training of the core skills required for careers in journalism. It also develops an international, intercultural and global awareness within the framework of an American Liberal Arts curriculum. The focus of the degree is twofold: 1) to prepare novice news professionals to work in a converged newsroom where they will be required to deploy a variety of journalistic and multimedia skills 2) to train journalists to operate within an ethical framework.

#### GOALS

- ❖ To prepare students for successful careers in journalism, public relations and other media industries and for further graduate studies in related fields.
- ❖ To develop students' independent learning and working abilities.
- ❖ To enable an understanding of how cultural and media organisations intersect with general political and economic processes.
- ❖ To raise awareness of the ethical requirements and challenges of the news media and train students to respect ethical guidelines.
- ❖ To educate students to analyse constructively and logically, think critically, and to develop an intellectual curiosity and risk-taking approach of their own.

**BA (Hons) International Journalism and Media with Combined Studies** aims to provide students with:

1. The provision of a degree which acknowledges the implicit connection between a student's university education and a future career by developing knowledge and skills which will be valuable and valued in the international marketplace.
2. The full development of each student's intellectual potential by means of a student-centred classroom and a full range of assessments designed to measure the acquisition of both theoretical and practical skills.
3. The maximum use of the particular cultural environment in which the degree is delivered, both in terms of the university itself and the broader context of the cultural life of London.

4. The use of a pedagogy which, at the same time as investigating each discipline in depth, seeks to find cognate commonalities and cross-references within the related disciplines of Communications, International Relations and Political Science.
5. The pursuit of knowledge against the changing backdrop of globalisation and those rapidly advancing technologies which are changing the characteristics of the news and international media industries.

***BA (Hons) International Journalism and Media with Combined Studies*** is distinctive in that it broadens the academic experience of the students as a consequence of Richmond's US Liberal Arts framework and General Education requirements, and deepens it as a result of the sequence of course requirements within the program. This balance between a core of requirements and a range of choices is a key characteristic of the US system of Liberal Arts undergraduate education which does not strive nor wish to replicate the British specialist orientation at the BA level. From this unique stance, the Richmond programme combines the best possible theory and practice from both sides of the Atlantic. Operating from a firm, theoretical interdisciplinary base, the degree provides a practical and theoretical training in journalism, public relations and related media industries, and seeks to achieve specific learning outcomes based on fundamental understanding of the role of the news media in contemporary societies, the role of the media in globalization processes, as well as a solid training in those practical skills and applications necessary for the versatility required for journalistic careers in a rapidly changing professional environment. The degree builds upon Richmond's acknowledged strengths in Communications, Art and Design, International Relations and Political Science to give students a well-rounded practical and theoretical basis in international journalism and media.

The programme is constructed around a common core of courses (taken at the same time as General Education/Combined Studies courses) in the first and second years. These are followed by specialized third and fourth year courses, culminating in one capstone senior course for which students complete an extensive, original investigative journalism project. Throughout their undergraduate careers students are encouraged to develop a Personal Portfolio (PDP) demonstrating their skills. There is a balance of theoretical and practical course offerings. As several key faculty members are active practitioners in their fields, students are exposed to the realities of journalistic and media practices throughout their Richmond experience and are prepared for related careers and/or relevant postgraduate study.

A further distinctive feature of the Richmond programme is that it is able to meet the wide ranging, specific needs of an international student body. To achieve this, the programme offers not only a strong core of major requirements but also a range of options from which students may choose depending on their particular interests and career plans. The core of the degree in International Journalism and Media is the development of the key practical news gathering and reporting skills, the mastering of the different media (text, photography, publications layout, video

production, etc) necessary in the converged newsroom as well as the understanding of the social, political and ethical constraints within which media professionals operate. Optional courses and the Liberal Arts Core Curriculum reflect a range of student interest including artistic expression through studio art or performance, art journalism, creative writing, business administration, travel writing, public relations, political communications, international history, international politics, psychology, sociology and cultural studies. Thus, students may choose from a variety of specialized studies those which most closely match their talents and interests.

Additionally, the degree program has a distinct intercultural and multicultural focus in keeping with the University's Mission. Students interact with and gain understanding from other students from over 100 nations, in a university in which no single national group predominates, bringing a knowledge and awareness of the "global village" and its implications on world communication systems and processes. Focusing on critical issues such as globalisation, developing technologies and the growing interdependence of different cultures, International Journalism and Media students at Richmond are guided towards developing critical thinking and engagement with analysis of the mass media and enquiry regarding culture, race and gender differences.

International Journalism and Media students are strongly encouraged to gain practical experience by taking appropriate Internships via the university's Internship programme. Typically these internships will be undertaken at the end of the student's Senior Year. (It should be noted that these internships are an optional rather than compulsory component of the degree.)

## **2.2. Subject benchmarks**

Communication, Media, Film and Cultural Studies

<http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/CMF08.pdf>

## **2.3. Internal contexts**

**BA (Hons) International Journalism and Media with Combined Studies** features:

Detailed published educational objectives that are consistent with the mission of the institution: All course outlines contain course specific objectives that are regularly monitored by the individual instructors and by the Communications faculty as a group.

Processes based on the needs of the programme's various constituencies in which the objectives are determined and periodically evaluated: Each degree's Annual Programme Evaluation (APE) is a central element of Richmond's internal quality assurance and enhancement processes. APEs measure the academic quality and standards of the programme, identify good practice, record any issues to be

addressed, and, from year to year, track the ways in which those issues have been addressed. During the APE process, the academic schools:

- consider student input via course evaluations;
- consider any formalized faculty course evaluations conducted;
- consider all External Examiner reports;
- examine the Programme Specification, and note any changes required;
  - any major changes (“those which change the basic nature of the programme or student experience”) to existing programmes are first approved by LTPC;
  - in the case of validated programmes, they are also submitted to the Open University (Centre for Inclusion and Collaborative Partnerships) for external approval.

A curriculum development process that assures the achievement of the programme’s objectives, and a system of ongoing evaluation that demonstrates achievement of these objectives and uses the results to improve the effectiveness of the programme: Ongoing evaluation is carried out for both the US (*Middle States*) and UK (*The Open University – CICP*) institutional reviews, and independently by departmental members (when updating modules) and by students (during regular faculty-student meetings). The LTPC closely analyses the APEs of all degree programmes, and The University’s response to the AMR is considered at the Schools and at LTPC. An additional formal and substantive review takes place every five years during the revalidation process of Richmond’s degree programmes by The OU.

#### **2.4. External contexts**

**BA (Hons) International Journalism and Media with Combined Studies** is provided through a system of ongoing evaluations that demonstrate achievement of the programme’s objectives, and uses the results to improve the effectiveness of the programme. (The Open University – CICP) reviews. Richmond is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 (<http://www.richmond.ac.uk/content/admissions/about-richmond/american-british-accreditation.aspx>).

Faculty belong to professional organizations including as Political Studies Association, The British International Studies Association, The International American Studies Association, The British American Studies Association, International Communication Association, Presswise, Media in Transition, International Association for the Study of Media and Communication Research, etc.

Students are encouraged to attend meetings, lectures at other London universities, news organizations, think-tanks, public agencies and cultural institutions.

### 3. Programme Outcomes

Programme-level learning outcomes are identified below. The International Journalism degree at Richmond the American International University in London is a four year programme where the discipline is studied alongside a range of other subjects. Progression through the International Journalism degree is set out down each of the four columns of the Programme Outcome grid – with level-specific programme outcomes at the 3000, 4000, 5000 and 6000 level. The programme outcomes are then applied in each module on the International Journalism degree through assessed, courses-specific learning outcomes. The four broad categories of Programme Outcomes are:

- A) Theoretical Knowledge Base
- B) Practical Knowledge Base
- C) Cognitive Skills
- D) Personal Development

Refer to Appendix I – Curriculum Map for details of how outcomes are deployed across the study programme.

#### 3.1. Theoretical Knowledge Base (A)

<b>Includes:</b>	<b><i>knowledge base, debates in field</i></b>
<b>LEVEL 3</b>	
<b>A3(i)</b>	an understanding of the history of communication and major media technologies, and a recognition of the different ways in which the history of, and current developments in, media and communication can be understood in relation to technological change
<b>LEVEL 4</b>	
<b>A4(i)</b>	a broad understanding of the link between democracy and a free press
<b>A4(ii)</b>	a broad understanding of the roles of cultural practices and cultural institutions in society
<b>A4(iii)</b>	a broad understanding of ethical requirements pertaining to the news media
<b>LEVEL 5</b>	
<b>A5(i)</b>	a detailed understanding of the political, social, economic, cultural and institutional factors that inform the production and consumption of media products
<b>A5(ii)</b>	a detailed understanding of the ways in which different social groups may make use of cultural texts and products in the construction of social and cultural realities, cultural maps and frames of reference
<b>A5(iii)</b>	engage critically with major thinkers, debates and intellectual paradigms within the subject area and put them to productive use

<b>Level 6</b>	
<b>A6(i)</b>	a systematic understanding of key ethical issues such as public interest, privacy, libel, accuracy and media representations of gender and race
<b>A6(ii)</b>	a systematic understanding of the role of the media in society and its contribution to public affairs and the development of citizenship.
<b>A6(iii)</b>	a systematic understanding of the history of communication and media technologies, and a recognition of the different ways in which the history of, and current developments in media and communication can be understood in relation to technological change
<b>A6(iv)</b>	a systematic understanding of political, cultural, economic, social and institutional constraints to media objectivity.

### **3.2. Practical Knowledge Base (B)**

<b>Includes:</b>	<b><i>practical applications of knowledge base, principles of practice</i></b>
<b>LEVEL 3</b>	
<b>B3(i)</b>	an understanding of the processes linking production, distribution, circulation and consumption
<b>LEVEL 4</b>	
<b>B4(i)</b>	a broad understanding and command of the techniques required to write basic journalistic assignments
<b>B4(ii)</b>	a broad insight into the cultural and social ways in which aesthetic judgements are constructed and aesthetic processes are experienced
<b>B4(iii)</b>	demonstrates a broad understanding of contemporary issues in international relations
<b>Level 5</b>	
<b>B5(i)</b>	a detailed knowledge of news-gathering and writing techniques and of multimedia requirements for news production
<b>B5(ii)</b>	demonstrates a critical and theoretical engagement with core problems and issues in the subject area, at the domestic, regional and global levels
<b>B5(iii)</b>	a detailed understanding of the ways in which forms of media and cultural consumption are embedded in everyday life, and serve as ways of claiming and understanding identities
<b>Level 6</b>	
<b>B6(i)</b>	a systematic understanding of key production processes and professional practices relevant to media, cultural and communicative industries, and of ways of conceptualising creativity and authorship
<b>B6(ii)</b>	demonstrates a systematic insight into the cultural, economic, environmental, geographical, historical, political and social dimensions of international relations, and of the significance of these for the subject area
<b>B6(iii)</b>	a systematic understanding of different professional and journalistic genres, formats and platforms.
<b>B6(iv)</b>	a systematic demonstration of competence in multimedia skills.

### 3.3. Cognitive Skills (C)

<b>Includes:</b>	<b><i>critical thinking, synthesis, problem solving, research, analysis</i></b>
<b>LEVEL 3</b>	
<b>C3(i)</b>	demonstrates the ability to gather, organise and deploy ideas and information in order to communication arguments effectively in written, oral or other forms, with an understanding of appropriate methods
<b>LEVEL 4</b>	
<b>C4 (i)</b>	demonstrates the ability to gather, organise and deploy ideas and information in order to evaluate their strengths and weaknesses, and express them effectively in written, oral or other forms
<b>C4(ii)</b>	demonstrates a broad understanding of quantitative and/or qualitative research methods
<b>C4 (iii)</b>	demonstrates an ability to judge the reliability of sources, and begins to identify the strengths and weaknesses of concepts and theoretical frameworks
<b>Level 5</b>	
<b>C5(i)</b>	demonstrates the ability to formulate and synthesize arguments cogently, retrieve and generate information, and select appropriate criteria to evaluate sources, with a detailed understanding of quantitative and/or qualitative methods
<b>C5(ii)</b>	delivers work with limited supervision to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach
<b>C5(iii)</b>	exercises a degree of independent and informed critical judgement in analysis
<b>Level 6</b>	
<b>C6(i)</b>	demonstrates the ability to gather, organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms
<b>C6(ii)</b>	demonstrates the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated
<b>C6(iii)</b>	demonstrates the ability to produce detailed analyses of competing perspectives and concepts, to make comparisons and connections and to identify the possibility of new concepts
<b>C6(iv)</b>	demonstrates the ability to provide critically appraisals of some of the widespread common sense understandings and misunderstandings of the subject area, and the debates and disagreements to which these give rise

### 3.4. Personal Development (D)

<b>Includes:</b>	<i>personal development, engagement with feedback, interpersonal communication skills, levels of independence and autonomy, task completion, team work, ethical and intercultural awareness skills</i>
<b>LEVEL 3</b>	
<b>D3(i)</b>	demonstrates an awareness of views other than their own and adapts behaviour to meet obligations in personal and/or group outcomes and/or outputs
<b>LEVEL 4</b>	
<b>D4(i)</b>	acts with limited autonomy under direction or supervision and engages in evaluation of own work and capabilities and outputs in key areas
<b>D4(ii)</b>	demonstrates broad skills that are relevant to the workplace, including the ability to work productively in a group or team, and to recognise factors that affect performance, including changing contexts, audiences and degrees of complexity
<b>D4(iii)</b>	demonstrates the ability to use a range of information communication technology (ICT) skills to perform tasks
<b>Level 5</b>	
<b>D5(i)</b>	demonstrates well-developed skills that will translate into the workplace, including the ability to work effectively within a group or team, to engage in self-reflection, and to adapt own actions and interpersonal communication skills to changing contexts, audiences and degrees of complexity
<b>D5(ii)</b>	delivers work with limited direction or supervision, demonstrating the capacity to consider and evaluate their own work using justifiable criteria.
<b>D5(iii)</b>	demonstrates the ability to adapt to complex and non-routine performance tasks using information communication technology (ICT)
<b>Level 6</b>	
<b>D6(i)</b>	demonstrates the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions
<b>D6(ii)</b>	demonstrates personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication
<b>D6(iii)</b>	demonstrates flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate
<b>D6(iv)</b>	demonstrates the ability to flexibly locate their own normative views and cultural commitments within the practice of research, with a level of autonomy

The transferable skills acquired in this program equips the students with skills and knowledge to enable them to undertake careers (or further training for careers) in journalism, creative media industries, corporate communications, public relations and/or international marketing.

## 4. Teaching, learning and assessment strategies

### 4.1. Teaching and learning strategy

The teaching and learning strategy adopted within **BA (Hons) International Journalism and Media with Combined Studies**.

- Teaching is through lectures, seminars, tutorials, news writing workshops
- Regular use of individual and /or team based projects
- Use of audio-visual aids and a range of technologies including graphics, video/editing, photography, multi-media production, pod-casting, publications layout
- Regular use of individual and/or group presentations
- Regular use of self-directed and directed reading in all courses
- Use of Library resources, historical archives, digital resources and online catalogues
- Use of occasional guest lecturers from specialist areas
- Frequent feedback on coursework and through one to one meetings with faculty and small group discussions
- Regular use of tutor and student led discussions groups via e-learning platforms such as PowerCAMPUS in many courses
- Using London as a resource

The combination of teaching and learning approaches mentioned above develops our students' knowledge, thinking skills and practical skills.

Their knowledge is acquired through

- Structured lectures and supporting materials
- Directed reading and use of internet materials
- Independent research

Their thinking skills are developed through

- Conducting research
- Making presentations and preparing other assessments
- Helping others to learn
- Project work employing a problem solving methodology

Their practical skills are gained through

- Application of theory to practice
- Using information technology to retrieve and manipulate data and graphics
- Negotiating with others in group projects

#### 4.2. Assessment strategy

Most of the courses in the BA International Journalism and Media will follow the Standard Assessment Norms Table or the International Journalism and Media Assessment Norms Table.

Standard Assessment Norms			
FHEQ level	Richmond/UK Level	Normal number of items (including final exam)*	Total assessment
Level 3	R3000/UK A-Level	3-4	1 two-hour final exam plus 2000-2500 words
Level 4	R4000/UK Year 1	3-4	1 two-hour final exam plus 2000-3000 words
Level 5	R5000/UK Year 2	2-3	1 two-hour final exam plus 3000-4000 words
Level 6	R6000/UK Year 3	2-3	1 two-hour final exam plus 3000-4000 words
Level 7	R7000/UK MA	2-3	5000-7000 words

**\* Reasonable adjustments should be made for assessment activities such as midterm exams, in- class presentations, group assignments, tests etc. Any summative assessment activities must be reflected in the final overall assessment count.**

Excluding all atypical courses, the following should apply to all courses:

- All undergraduate courses should include one 2-hour final exam, with exceptions approved by the department.
- Final exams should normally be no less than 25% and no more than 50% of the overall final grade.
- Instructors may not fail a student solely for failing the final exam if all graded activities result in a passing grade for the course.
- Midterm exams are not obligatory.
- At Level 3, the normal length per item should be between 500-1000 words, or equivalent (not including finals).

- At Level 4, the normal length per item should be between 1000-1500 words, or equivalent (not including finals).
- At Level 7, word count will need to take into account the inclusion of a final exam.
- Attendance and participation cannot be assessment activities.
- Formative assessments are at the discretion of the instructor and do not count toward the number of items or toward the total word count.

<b>International Journalism Assessment Norms</b>				
<b>FHEQ level</b>	<b>Richmond/UK Level</b>	<b>Normal number of items (including final exam)*</b>	<b>Normal length per item</b>	<b>Total assessment</b>
Level 3	N/A	N/A	N/A	N/A
Level 4	R4000/UK Year 1	5-6	300-500	2000-2500 words and/or multimedia assignments
Level 5	R5000/UK Year 2	3-5	600-800	2500-3500 words and/or multimedia assignments plus 2000-2500 words
Level 6	R6000/UK Year 3	3-5	600-800	2500-4000 words and/or multimedia assignments

The skills and knowledge that IJM students acquire throughout their degree cannot be quantified and assessed in words and least of all in a two-hour exam. This is particularly relevant for those writing and reporting intensive courses. Instead their knowledge will be assessed by the demonstration of journalistic researching, writing and multimedia skills. In terms of writing, students will be assessed according to the following criteria: quality of information, clarity, conciseness, and ability to explain complex ideas in an accessible language. Moreover, in some courses students are required to incorporate multimedia aspects such as photography, podcasts, publications layout, etc. The assessment norms for the IJM students will reflect these criteria.

There are some other exceptions and those courses will follow a Special Programmes (eg. ADM, ARW) or Dissertation table approved on 28 June 2012 by Academic Council. Details of these can be found at: <http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx> For courses that have atypical assessment norms and do not follow one of the approved tables, assessment will first be approved by Learning and Teaching Policy Committee.

## Grade Assessment Criteria/Marking Scheme

In order to obtain the **BA (Hons) International Journalism and Media with Combined Studies** students require (amongst other requirements) a cumulative GPA across the entire degree of 2.0. This is a 'C' average. A minimum GPA of 2.0 must also be achieved in all courses taken to fulfil major requirements. For information on the calculation of the OU GPA as a basis for final degree classifications, see the myacademics page of the university portal at:

<https://my.richmond.ac.uk/myacademics/default.aspx>

Course syllabi documents clarify, for each learning outcome, how that particular learning outcome is assessed, and what the threshold criteria for that particular learning outcome is, specified at the 'C' (GPA 2.0) level (i.e. a passing grade)

There are three 'pass' grades (and 7 sub-categories of 'pass' grade) in the **BA (Hons) International Journalism and Media with Combined Studies**. The following general criteria are used to distinguish between these grades:

**Grade A** applies only to the exceptional piece of work which:

- has continued beyond the B grade band to develop a more advanced analytical and integrative command of the material and issues
- gives evidence of very wide reading and extensive knowledge of relevant theory and recent research
- is very well structured, putting forward cogent arguments which are well supported by carefully evaluated evidence
- superior (A-) or outstanding (A)

**Grade B** applies to work which:

- goes beyond the foundation level to develop a more questioning and analytical approach
- goes beyond the basic required reading, to study and discusses recommended texts and articles
- indicates an increasing ability to appreciate an extensive body of knowledge and to conceptualize the key theories, issues, debates and criticisms
- demonstrates the skills to present a balanced and comprehensive discussion
- has been completed with a thoroughness aimed to get the most learning out of the exercise
- good quality (B-), very good (B), or excellent (B+)

**Grade C** applies to work which:

- is basically competent, although undeveloped
- fulfils the requirements of the assignment at a foundation level, involving:
  - adequate coverage of the essential information specified, and
  - the skill to present that material coherently
- selects relevant named references and quotations
- just below average (C-), average (C), or showing signs of reaching above average (C+)

**Grade D** applies to work which:

- has been done without proper understanding of the requirements
- is too short, or long and unedited or lacks structure
- relies on superficial, subjective statements
- uses unreliable and inappropriate sources, **such as Wikipedia**
- uses incorrect, or confused information
- fails to make proper use of named references and quotations
- unsatisfactory work (D-), very poor work (D) and work which is weak (D+)

**Grade F**, a fail, applies to:

- non-submission of work or work which is illegible
- late work after one extension has been given
- work which may be competent, but is either:
  - irrelevant (i.e. does not address the requirements of the assignment),  
or
  - uses un-attributed material (plagiarism)

## 5. Programme structure

### 5.1. BA (Hons) International Journalism and Media with Combined Studies

Please see degree requirement tables below and Appendix 2

**Table 1: Lower division / Levels 3 and 4 degree requirements**

		US Credits	UK Credits
<b>LOWER-DIVISION REQUIREMENTS (Total)</b>		<b>62</b>	<b>248</b>
<b>FHEQ Level 3 (Total)</b>		<b>31</b>	<b>124</b>
ADM 3160	Foundations in Photography	3	12
COM 3100	Foundations in Mass Media and Communications	3	12
PLT 3105	Comparative Political Systems	3	12
	<i>4 further courses (core curriculum requirements)</i>	<i>13</i>	<i>52</i>
	<i>3 further courses (mathematical or Academic Literacy requirements, or electives for students with exemptions)</i>	<i>9</i>	<i>36</i>
<b>FHEQ Level 4 (Total)</b>		<b>31</b>	<b>124</b>
COM 4100	Introduction to Intercultural Communications	3	12
COM 4200	Introduction to Visual Culture	3	12
JRN 4200	Introduction to Writing for Media and Journalism	3	12
JRN 4210	History of Journalism	3	12
DEV 4100	Rich World/Poor World	3	12
	<i>1 further course (core curriculum requirement)</i>	<i>3</i>	<i>12</i>
	<i>4 further courses (Academic Literacy requirement and/or electives)</i>	<i>13</i>	<i>52</i>

**Table 2: Upper division/ Levels 5 and 6 degree requirements**

		US Credits	UK Credits
<b>UPPER DIVISION MAJOR REQUIREMENTS</b>		<b>60</b>	<b>240</b>
<b>FHEQ Level 5 (Total)</b>		<b>30</b>	<b>120</b>
COM 5200	Mass Communications and Society	3	12
JRN 5200	Feature Writing	3	12
JRN 5205	Reporting and Investigative Journalism	3	12
JRN 5300	International Journalism	3	12
SCL 5200	Social Research	3	12
<b>plus one of the following:</b>		<b>3</b>	<b>12</b>
ADM 5200	Video Production		
ADM 5405	Photography: Theory and Practice		
COM 5105	Modern Popular Music		
COM 5215	Political Communications		
INR 5100	Critical Globalization Studies		
JRN 5400	Arts and Entertainment Journalism		
LIT 5100	Travel Writing		
PLT 5205	British Politics: Inside Parliament		
PLT 5405	The EU in the International System		
	<i>1 further course (core curriculum requirement)</i>	3	12
	<i>3 further courses (electives)</i>	9	36
<b>FHEQ Level 6 (Total)</b>		<b>30</b>	<b>120</b>
ADM 6425	Photojournalism	3	12
ADM 6435	Web Design	3	12
COM 6200	New Media	3	12
JRN 6200	Publications Layout	3	12
JRN 6205	Media Ethics and Law	3	12
JRN 6210	Global News Analysis	3	12
JRN 6391	Senior Project	3	12
JRN 6392	Senior Essay	3	12
<b>plus two of the following OR Internship</b>		<b>6</b>	<b>24</b>
ADM 6420	Colour Photography		
COM 6205	PR and Self-Presentation in the Media		
COM 6400	Fashion and Media		
FLM 6220	Documentary: Theory and Production		
INR 6410	Diplomatic Studies		
JRN 6962	World Internship in Journalism		
JRN 6972	Internship in International Journalism		

## 5.2. Minor requirements

Students may select International Journalism as an optional minor to complement their major field. Both the major and minor will be recorded on the student's transcript at graduation. At least three of the upper division courses required for a minor must be taken at Richmond. A maximum of three courses only may overlap between a student's major and any minor.

		US Credits	UK Credits
<b>Minor Requirements</b>		<b>18</b>	<b>72</b>
COM 3100	Foundations of Mass Media and Communications	3	12
JRN 4200	Intro to Writing for Media and Journalism	3	12
JRN 5200	Feature Writing	3	12
JRN 6205	Media Ethics and Law	3	12
<b>plus</b> one of the following		3	12
JRN 5205	Reporting and Investigative Journalism		
ADM 6425	Photojournalism		
<b>plus</b> one of the following		3	12
COM 6200	New Media		
JRN 5300	International Journalism		
JRN 6200	Publications Layout		
JRN 6210	Global News Analysis		
JRN 5400	Arts and Entertainment Journalism		

## 6. Regulatory framework

*BA (Hons) International Journalism and Media with Combined Studies* is operated under the policy and regulatory frameworks of Richmond The American International University in London and the Open University.

### 6.1. Admissions

To be considered for admission, prospective students should:

- normally be at least 17 years old, have completed a minimum of 12 years of schooling, and hold the required grade(s) in a complete US high School Diploma, UK GCE A levels, or other UK or international qualifications deemed equivalent by the University, by the start of the programme;
- have completed an application via UCAS, the Common Application or direct to the University, including a personal statement and academic reference and supplying verification of existing academic and English language attainments as required by the University.

Further details of qualifications accepted and grades required may be found on the University website, noting that these are common to all BA programmes at the University and there is no requirement as to the subject of entry qualifications. Prospective students from the United States should note that SATs are optional but not required. Whilst not routinely required, prospective students may be invited to interview where this is considered necessary in order to fully consider their application.

Prospective students with specific levels of subject achievement in Advanced Placement Tests, GCE A Levels and some other UK and international qualifications may enter with Advanced Credit and be given exemption from certain courses of the programme. Normally, Advanced Credit may be given for a maximum of 30 out of the total 120 (US) credits necessary to complete the programme. The University also welcomes applications from prospective students with previous Higher Education study who, depending on subjects taken and grades achieved, may be given up to 75 Transfer Credits against the total 120 (US) credits necessary to complete the programme.

Students who are not nationals of a majority English-speaking country should normally have achieved CEFR level B2 in a secure English Language test acceptable to the University prior to entry to the programme. At the University's discretion, students in this category who are EEA nationals may be excused this requirement where they have recently undertaken a full time programme of study of at least 2 years duration with English as the medium of instruction.

Prospective students who do not meet the above academic and/or English language requirements may be permitted to enter this programme at the appropriate point after having first satisfactorily completed a Foundation Year and /or Academic English language programme at the University.

Further details of all of the above may be found at the appropriate page of the University website, where a comprehensive Admissions Policy and Summary of Practice document is also published (<http://www.richmond.ac.uk/content/admissions.aspx>)

## **6.2. Assessment**

A proper assessment of student learning and progression of skills gained is fundamental to the work of the University. Much of what shapes the University's perspective on this has already been mentioned within section 4.2, above, under Assessment Strategy, which has been shaped in accordance with the expectations outlined in Section B6 of the *UK Quality Code for Higher Education*.

The University is also in compliance with Standard 14 on 'Assessment of Student Learning', as laid out by the Middle States Commission on Higher Education. Standard 14 includes the following passages:

"The systematic assessment of student learning is essential to monitoring quality and providing the information that leads to improvement. Implemented effectively, the assessment of student learning will involve the shared commitments of students, administrators and academic professionals... Assessment is not an event but a process and should be an integral part of the life of the institution."

(<http://www.msche.org/publications.asp>).

## **6.3. Progression**

Progression is embedded into each year of the degree program, as outlined in section 3.

## **6.4. Placement**

The Internship Office the University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. Participation in the internship programme is optional, but students who choose to take up a placement receive academic credit for their placement and associated academic work. For full details of the internship programme, please see: <http://www.richmond.ac.uk/content/academic-programs/internships.aspx>

Expectations with regard to careers education, information, advice and guidance (as outlined in Section B4 of *The UK Quality Code for Higher Education*) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the LEAD (Leadership, Education and Development) seminar series. For full details of career services offered to students at Richmond, please see: <http://www.richmond.ac.uk/content/student-affairs/career-services.aspx>.

In addition to these services, the alumni office offers networking opportunities where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook. Please see: <http://www.richmond.ac.uk/content/alumni.aspx>

### **6.5. Study abroad**

Richmond classes benefit every semester through the arrival of study abroad students from colleges and universities within the United States. These students, who mostly enrol in classes at levels 5 and 6, very often bring with them a distinct set of values and approaches to learning that can be both enriching and challenging. Richmond faculty have the breadth of experience necessary with which to capitalise on the positive aspects of this class room dynamic. Please note that Study Abroad students register for classes *after* Richmond degree-course students have completed their registration process.

Richmond students have the option to take a leave of absence and travel away from the university as a 'study abroad'. In practice, however, very few students take this option up. It is more common for Richmond students to take a limited number of classes at other accredited colleges and universities during the summer, and then transfer these back to Richmond for inclusion toward their graduation requirements. All courses taken elsewhere must be pre-approved by the Office of Academic Affairs. All such courses are rigorously scrutinized, and only credit from appropriately accredited programmes, earned with a grade of C or above, are accepted for transfer. There are strict requirements regarding the number of courses and at what level may be taken outside of Richmond. Please see under "Graduation Requirements" at: <http://www.richmond.ac.uk/content/academic-affairs/graduation/graduation-requirements.aspx>

### **6.6. Student support and guidance**

All students have an allocated full-time faculty member who acts as their academic adviser. Academic Advisers have on-going responsibility for students' academic progress, meeting with each advisee at least once per semester. Advisers assist students with registration, enabling smooth progression through the degree. They also advise on postgraduate and career opportunities, and also provide pastoral support in many cases.

A range of Maths, English, Technology and Writing workshops have been established to support students with particular needs in these areas. Librarians are on hand to assist with library use, which includes instruction in web-based resources.

In accordance with the 2010 *Equality Act*, and with Chapter B4 of the *Quality Code for Higher Education* (Section 2: Disabled Students) Richmond endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are accommodated to ensure the quality of their educational experience meets their individual requirements. SEN students, for

instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room. Please see:

<http://www.richmond.ac.uk/content/student-affairs/students-with-disabilities.aspx>

The university operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counseling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department. For a full description of Student Affairs' activities, please see:

<http://www.richmond.ac.uk/content/student-affairs.aspx>

**Appendix I : Curriculum map**

This table indicates which study units assume primary responsibility for delivering and programme outcomes.

<b>LEVEL 3</b>	<b>COM 3100</b>	<b>ADM 3160</b>	<b>PLT3105</b>		
<b>A3(i)</b>	x	x			
<b>B3(i)</b>	x	x	x		
<b>C3(i)</b>	x	x	x		
<b>D3(i)</b>			x		
<b>LEVEL 4</b>	<b>DEV4100</b>	<b>COM4100</b>	<b>COM4200</b> *	<b>JRN4200</b>	<b>JRN 4210</b>
<b>A4(i)</b>	x			x	x
<b>A4(ii)</b>		x			
<b>A4(iii)</b>				x	x
<b>B4(i)</b>		x		x	
<b>B4(ii)</b>					
<b>B4(iii)</b>	x				
<b>C4(i)</b>	x	x		x	x
<b>C4(ii)</b>					
<b>C4(iii)</b>	x			x	x
<b>D4(i)</b>	x				x
<b>D4(ii)</b>	x	x			

<b>D4(iii)</b>	<b>x</b>			<b>x</b>	<b>x</b>		
<b>LEVEL 5</b>	<b>SCL5200</b> <b>*</b>	<b>JRN5200</b>	<b>JRN5205</b>	<b>COM5200</b>	<b>COM 5300</b>		
<b>A5(i)</b>		<b>x</b>	<b>x</b>		<b>x</b>		
<b>A5(ii)</b>				<b>x</b>			
<b>A5(iii)</b>					<b>x</b>		
<b>B5(i)</b>		<b>x</b>	<b>x</b>		<b>x</b>		
<b>B5(ii)</b>				<b>x</b>	<b>x</b>		
<b>B5(iii)</b>							
<b>C5(i)</b>		<b>x</b>		<b>x</b>	<b>x</b>		
<b>C5(ii)</b>		<b>x</b>	<b>x</b>		<b>x</b>		
<b>C5(iii)</b>			<b>x</b>	<b>x</b>	<b>x</b>		
<b>D5(i)</b>		<b>x</b>					
<b>D5(ii)</b>		<b>x</b>	<b>x</b>	<b>x</b>			
<b>D5(iii)</b>			<b>x</b>		<b>x</b>		
<b>LEVEL 6</b>	<b>COM6205</b> <b>*</b>	<b>JRN6205</b>	<b>JRN6391</b>	<b>JRN6392</b>	<b>COM6200</b> <b>*</b>	<b>ADM6425</b> <b>*</b>	<b>JRN6200</b>
<b>A6(i)</b>		<b>x</b>		<b>x</b>			
<b>A6(ii)</b>			<b>x</b>				
<b>A6(iii)</b>							
<b>A6(iv)</b>		<b>x</b>		<b>x</b>			
<b>B6(i)</b>			<b>x</b>				<b>x</b>
<b>B6(ii)</b>							

<b>B6(iii)</b>			<b>x</b>				
<b>B6(iv)</b>			<b>x</b>				<b>x</b>
<b>C6(i)</b>		<b>x</b>		<b>x</b>			
<b>C6(ii)</b>				<b>x</b>			<b>x</b>
<b>C6(iii)</b>				<b>x</b>			
<b>C6(iv)</b>		<b>x</b>					
<b>D6(i)</b>			<b>x</b>	<b>x</b>			<b>x</b>
<b>D6(ii)</b>		<b>x</b>	<b>x</b>				<b>x</b>
<b>D6(iii)</b>							<b>x</b>
<b>D6(iv)</b>		<b>x</b>		<b>x</b>			<b>x</b>

\* See Programme Specifications for ADAM, COM, PLT, DEV, INR & COMBINED STUDIES

**Appendix II: Programme Structure**

**Typical Degree Schema: BA (Hons) International Journalism and Media with Combined Studies. (Note: Based on a Freshman entering Richmond with no Transfer Credit and opting for one or two Minor subjects.)**

**YEAR ONE LEVEL 3000:**

<b>Fall</b>	<b>Freshman</b>
1.	LACC LI Requirement - Numerical
2.	Free Elective or minor
3.	ARW 3195
4.	First Year Seminar (FYS)
5.	COM 3100 Foundations in Mass Media and Communications



<b>Spring</b>	<b>Freshman</b>
1.	ADM 3160 Foundations in Photography
2.	Free elective or minor
3.	LACC LI - Temporal
4.	LACC LI - Science
5.	PLT 3105 Comparative Political Systems

**YEAR TWO LEVEL 4000:**

<b>Fall</b>	<b>Sophomore</b>
1.	LACC II
2.	DEV 4100 Rich World, Poor World
3.	JRN 4200 Intro to Writing for Media & Journalism
4.	JRN 4210 History of Journalism
5.	ARW 4195



<b>Spring</b>	<b>Sophomore</b>
1.	COM 4100 Intercultural Communication
2.	COM 4200 Introduction to Visual Culture
3.	Free elective or minor
4.	Free elective minor
5.	Free elective or minor

**YEAR THREE LEVEL 5000**

<b>Fall</b>	<b>Junior</b>
1.	JRN 5200 Feature Writing
2.	SCL 5200 Social Research
3.	JRN 5300 International Journalism
4.	LACC LIII
5.	Free elective or minor



<b>Spring</b>	<b>Junior</b>
1.	JRN 5205 Reporting & Investigative Journalism
2.	COM 5200 Mass Communications & Society
3.	Course from Degree Options List
4.	Free elective or minor
5.	Free elective or minor

**YEAR FOUR LEVEL 6000:**

<b>Fall</b>	<b>Senior</b>
1.	ADM 6425 Photojournalism
2.	Com 6200 New Media
3.	JRN 6210 Global News Analysis
4.	JRN 6391 Senior Project
5.	Course 1 from Degree Options List



<b>Spring</b>	<b>Senior</b>
1.	ADM 6435 Web Design
2.	JRN 6200 Publications Layout
3.	JRN 6205 Media Ethics and Law
4.	JRN 6392 Senior Essay
5.	Course 2 from Degree Options List