



Journalism and Digital Cultures BA (Hons), BA

Entry Requirements

Students should have or typically expect to obtain 180-260 points from A2 Levels, and a good standard of English. You may be asked to complete other tasks following application.

For further details of all entry requirements, please refer to the Application and Selection section below.

Mode of Study

3 years full time.

Is Journalism and Digital Cultures for you?

If you enjoy searching out the news, finding the facts, analysing the data and presenting it all in a lively, engaging and interesting way then you have the makings of a journalist. Anyone who has worked in journalism will tell you what an exciting job it is and how you are constantly on the go, looking for new angles to stories, finding out who's doing what, unearthing the unusual and telling the stories people want to read, see or hear.

The Journalism and Digital Cultures programme provides students with the chance to develop an understanding of the practice of journalism alongside an understanding of how it will be practised in the new digital world, using the web and convergent technology to provide journalism on many platforms. The course is practical and students will learn how to construct news stories, features, reviews and other journalistic tools to present on a variety of digital platforms. As a result, students are encouraged to get involved with the various student media outlets in Liverpool as well as with mainstream publishers and broadcasters.

The programme is vocational and is designed to develop the student's understanding and knowledge of the practice of journalism in the UK as well as developing intellectual skills of effective communication through media technologies, research skills and the ability to place the study of Journalism within the broader debates of global media.

The Liverpool Screen School

The Liverpool Screen School, based in the University's Faculty of Media, Arts and Social Science, embraces all forms of digital media, offering practice-based education as well as critical and historical perspectives on all aspects of the media. It was established in 2007, bringing together into a new environment a range of successful and established undergraduate and postgraduate courses in interactive media, computer games and animation, broadcast and print journalism, film and television. The courses work together in an exciting and dynamic way to embrace the potential of new technologies and to provide learning opportunities for students to acquire the necessary knowledge and skills to work in the modern media industries and go on to do research and/or find employment in screen education.

The School has developed productive working relationships with media industries including the BBC, Sony, Trinity Mirror and Granada which, among other things, provide students with opportunities for work placements and research projects. There are also opportunities to work with the local media and/or community organisations. The courses are currently located in a modern and well-equipped building, Liverpool Innovation Park, near the city centre. Over the next three years LJMU is planning to develop a new building to house the Screen School.

The Liverpool Screen School has joined forces with Liverpool Community College to become the North West's only Skillset Media Academy. The national network, devised by Skillset - the UK Sector Skills Council for the Audio Visual Industries - is made up of just 17 Academies. Securing Skillset Media Academy status is recognition that the courses we offer are of exceptional quality and meet the demands of the media and creative industries for talented and highly skilled graduates.

How will you spend your study time?

At each level you will be required to complete 120 credits, made up of core modules in Levels One and Two and core and optional modules at Level Three.

At Level One you will be required to complete all of the following core modules:

- Introduction to Journalism Practice
- Introduction to International Journalism
- Studying Journalism
- Approaches to Journalism
- Introduction to Law and Ethics
- Journalism History
- Understanding the News Media

At Level Two you will be required to complete all of the following core modules:

- Intermediate Journalism Practice
- International Law and Ethics
- Journalism and Social Change
- User Generated Content
- Journalism and International Relations
- Academic Research

At Level Three you will be required to complete all of the following core modules:

- Journalism Regulation
- Advanced Journalism Skills
- Convergence journalism
- Creative Thinking
- Specialist Writing
- Working with the Web
- Dissertation

One of the following options:

- Photographs as Journalism
- Public Relations
- Sports Journalism

How will you be assessed?

There are several ways that you might be assessed in your degree. In addition to essays, reports, projects and case studies, some modules are assessed in the newsroom, operating as a simulated work place producing news reports and features.

What are the special features of this programme?

The course provides a number of opportunities to meet a wide range of journalists, through guest lectures, and to practice journalism of various kinds as well as analyse and evaluate the journalism of others. The course is particularly concerned with the effect that web and other developing technologies will have on journalism.

What facilities are available?

Practical courses are taught in one of the newsrooms, where the computers are equipped with latest software to enable page design and the creation of websites. One of the newsrooms has a fully-equipped Electronic News Production System (ENPS) facility.

There is also a radio studio and a TV studio, as well as sound and vision editing booths. As a result, students will learn in a newsroom environment which mirrors industry standards.

All students have individual email accounts and all have Internet access. There are three Learning Resource Centres in the university, where books, journals, CD-ROMs, videos and other resources are available.

Outside the university, Liverpool has a thriving journalism industry. The city has one of the country's largest and most successful evening newspapers (the Liverpool Echo) and a morning regional newspaper of national standing – the Liverpool Daily Post. Both are owned by Trinity Mirror and the headquarters of the company – the UK's largest newspaper publisher and the second largest in Europe – is in nearby Chester. Trinity Mirror owns more than 250 newspapers, more than 50 magazines and in excess of 50 websites. There is also a flourishing local newspaper and magazine industry on Merseyside.

There are several TV companies in Liverpool, and both the BBC and Granada TV are represented in the city. Lime Pictures (formerly Mersey TV), creators of Brookside and Hollyoaks as well as numerous other TV programmes, is located in the city. The region also has around 25 radio stations, including BBC local services which concentrate on news and current affairs (the department has a particularly close working relationship with BBC Radio Merseyside); a rolling news and sports digital radio service as well as a wide variety of music-led commercial stations, all of which employ journalists. At Level Three, students have the opportunity to work within some of the companies as part of their course and, in the past, some students have been offered jobs after completing their work placements.

What will you get out of studying this course?

You will develop the skills of the journalist to identify matters of interest, research them, source them and synthesise information before presenting in a way that commands attention. These skills are in demand in commerce or the public sector.

What career opportunities are available?

Although you will learn the skills of the journalist, this programme is not intended to be a direct training for mainstream journalism in the UK. However, the skills of the journalist will fit you for a number of careers in the field of communication, commerce and public service including website management, content generation and development, information management, public relations, charity work, the civil service, education and commerce.

Why LJMU?

LJMU, one of the UK's most progressive universities, is aiming to become the UK's number one university of employability. All of our courses are designed to help you realise success, and by choosing to study here, you will be giving yourself the best possible start in your chosen career.

Following extensive research and consultation with employers, we have radically adapted our teaching and learning strategy. Graduate skills development and work-related learning are now embedded in all of our undergraduate degrees, helping you gain the essential skills and experience demanded by today's employers.

In addition to the eight core graduate skills that are taught, practised and assessed as part of your degree, you will have the opportunity to gain, and have validated, a range of high-level 'world of work' or WOW skills. All of these have been carefully developed in consultation with leading organisations, such as Marks and Spencer, the CBI, Shell International and Sony. We've done this in order to meet both the demands of employers for skilled graduates, and your right to expect a high quality learning experience in return for your investment.

By choosing to study with us, not only will you get an excellent degree but you'll have access to state-of-the-art facilities. We have embarked on a major campus redevelopment programme and this will ensure that LJMU truly is a 21st century university. The £24 million Art and Design Academy - the biggest investment in arts education in the UK today - will be the first of our major projects to be completed. It is scheduled to open in 2008 and will play a significant role in Liverpool's celebrations as the Capital of Culture.

But, as the saying goes, it isn't all about work and no play, and at LJMU we think it's important that you enjoy your leisure time too. Our students come from 80 countries around the world and there's no better place to kick back with your new friends than in the very popular Liverpool Students' Union. Run by, and for students, the LSU has three bars, shops, a lifestyle and fitness centre, its own radio station, and over 50 clubs and societies. It's also the place where advice and support are available seven days a week. So, whether you want to refuel, revive, or simply socialise, LSU has it all.

Why Liverpool?

With a population of 476,000, including an estimated 50,000 students, Liverpool is a bustling student city and it's not hard to see why. The city is a vibrant metropolis famous for its pulsating nightlife and contribution to music, its sporting achievements and friendly people who are intent on making you feel at home.

It's also a great place to be a graduate. The £900 million retail-led regeneration of Liverpool's city centre and waterfront has created a real buzz within the business community, ensuring that Liverpool has one of the fastest growing economies of any UK city.

If you want to have a great university experience, graduate with a respected degree and secure the skills and 'know-how' that will help you climb the professional career ladder, then you should choose LJMU.

Application and Selection

You know what the entry requirements are, what the course will cover and what it will be like to study at LJMU in Liverpool, but what skills do you need to secure a place?

What are we looking for?

- Good communication skills
- Time management, as you will have to work to deadlines on a regular basis
- Good IT skills, as you will be expected to submit work that has been word processed
- Good analytical skills, so that you can critically assess your journalism and the journalism of others
- Information retrieval techniques, as you will be expected to read around the subject and draw upon your findings for essays and projects
- Teamwork, as you will have to work closely with others

Entry Requirements

Students should have or typically expect to obtain 180-260 tariff points from A2 Levels.

BTEC National Certificate/Diploma

Applicants should be studying an appropriate diploma and have, or expect to obtain, a pass with at least 8 merits and two distinctions.

Scottish and Irish Highers

Students should have or typically expect to obtain 180-260 tariff points including English and one other Humanities subject.

International Baccalaureate:

Students should have or typically expect to obtain 28 points.

Access

Students should have or typically expect to obtain a QAA approved Access certificate with a pass in an appropriate area.

Other

Applications are welcomed from those who are returning to education. These students should demonstrate potential and motivation and/or have relevant experience. Formal academic entry qualifications are not necessary.

We are committed to the University's policy on equal opportunities and welcome applications from minority and disadvantaged groups.

We welcome overseas applicants and normally require overseas applicants to show evidence of academic achievement equivalent to A Level entry qualifications. We also require that overseas applicants have attained a recognised English Language qualification.

How to apply

All applicants should apply through the Universities and Colleges Admissions Service (UCAS) system. UCAS can be contacted at:

UCAS
Rosehill
New Barn Lane
CHELTENHAM
Gloucestershire
GL52 3LZ

Tel: +44 (0)1242 222444

Guiding steps for finding out more about the UCAS system can be found at www.ucas.com

UCAS Course Codes are as follows:

UCAS Code Name	LJM
University Code Number	L51
UCAS Course Code	P501
Course Code Name	BA/JS

Some tips and advice on writing your personal statement

- ✓ Take your time with your personal statement. It is an important part of your application form. This is the part of the form that will make you stand out as an individual. Organise your main achievements and interests into bullet points before you start completing it.
- ✓ Summarise why you have chosen the course(s) for which you are applying and link between your present and proposed course(s). If the course is in a completely new area, give evidence to show that you've researched it.
- ✓ Keep the statement brief and to the point. Don't fall into the trap of including common interests such as socialising and reading. You should strive to make your statement personal. Think about things that you have done that are unique.
- ✓ Make sure that you include any work experience that you have had (this includes part-time and holiday work) particularly if this relates to your chosen field of study. We are looking for evidence of commitment and team-working skills, so give us details of these.
- ✓ Remember that we will consider your application not only on your exam grades but also on the strength of your personal statement and references. We may invite you in for an interview or ask you to complete a piece of work if we believe your exam grades do not accurately reflect your ability and potential. Remember that a good application form could even make up a shortfall in your

exam grades and help secure your place at LJMU.

What happens next?

If you are from the UK or EC, you will receive a letter and an open day invitation directly from the School's Admissions Unit. The offer will also be confirmed via UCAS. Open days include an opportunity to meet academic staff and current students, as well as a tour of LJMU facilities. International students will receive confirmation of their offer from the International Office, along with details about accommodation, fees and other important information. If you choose LJMU as your 'FIRM' choice, you will receive enrolment and induction information upon confirmation of your results.

Further Information

If you have any queries relating to this degree please contact:

Admissions Unit
Faculty of Media, Arts and Social Science
Liverpool John Moores University
Dean Walters Building
St James Road
Liverpool
L1 7BR

Tel: +44(0)151 231 5175
Fax: +44(0)151 231 5099
Email: massadmissions@ljmu.ac.uk

If you have any queries relating to LJMU or university life in general please contact:

Student Recruitment Team
Liverpool John Moores University
Roscoe Court
4 Rodney Street
Liverpool
L1 2TZ

Tel: +44(0)151 231 5090
Fax: +44(0)151 231 3462
Email: recruitment@ljmu.ac.uk
Web: www.ljmu.ac.uk

N.B. All modules and information about this course are subject to change.