

APPROVED



<b>Awards</b>					
MA					
<b>Programme Code:</b>	CR_HJDCC_9	<b>Mode of Delivery:</b>	Full Time, ACCS	<b>No. of Semesters:</b>	3
<b>NFQ Level:</b>	9				
<b>Embedded Award:</b>	No	<b>Programme Credits:</b>	90		
<b>programmeReviewDate:</b>	September 2021				
<b>Department:</b>	MEDIA COMMUNICATIONS				

## Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

<b>PO1</b>	Knowledge - Breadth
(a)	A systematic knowledge of the functions and practice of professional journalism and digital content creation
<b>PO2</b>	Knowledge - Kind
(a)	A critical awareness of the contexts and settings of journalism practice with digital content creation and its integral relationship with the functions and organization of related professions.
<b>PO3</b>	Skill - Range
(a)	The ability to research, construct and evaluate planned structures of journalistic activity with digital content creation
<b>PO4</b>	Skill - Selectivity
(a)	The ability to critically evaluate and contextualise a media organisation's writing, editing, broadcasting and production requirements and to exercise autonomous judgement in the performance of such functions.
<b>PO5</b>	Competence - Context
(a)	The ability to commission and manage journalistic research and the full range of writing and audiovisual techniques
<b>PO6</b>	Competence - Role
(a)	Adherence to the highest national and international professional and ethical standards in the practice of journalism and digital content creation and to promote these standards within the workplace environment and in the interface with other functions and professions.
<b>PO7</b>	Competence - Learning to Learn
(a)	A critical appreciation of the diverse nature of the practice of professional journalism and the need to address this dynamic and a rapidly changing work environment, especially in the area of digital content creation, through continuing academic and professional learning.
<b>PO8</b>	Competence - Insight
(a)	A critical knowledge of the wider political, social, economic environment within which the journalist/digital content creator operates and the need to act at all times with due regard to the public interest.

## Semester Schedules

### Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
JOUR9001	<a href="#">Writing for Media</a>
JOUR9007	<a href="#">Media History &amp; Society</a>
JOUR9003	<a href="#">Audio Broadcasting</a>
MMED9013	<a href="#">Research Methods and Practice</a>
MMED8025	<a href="#">Multimedia Production</a>
MMED9005	<a href="#">New Media Workplace</a>

### Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
JOUR9002	<a href="#">Features and Web Writing</a>
LEGS9004	<a href="#">Media and Communications Law</a>
JOUR9004	<a href="#">Visual Broadcasting</a>
MMED9015	<a href="#">Cybercultures</a>
CTEC8005	<a href="#">New Media Production</a>

  

Elective	
Module Code	Module Title
MMED8020	<a href="#">Studio Technology</a>
MMED6035	<a href="#">Creative Thinking and Design</a>
MMED8018	<a href="#">Event &amp; Project Management</a>
FREE6001	<a href="#">Free Choice Module</a>

### Stage 1 / Semester 3

Mandatory	
Module Code	Module Title
JOUR9008	<a href="#">Journalism MA Project</a>