Goldsmiths
UNIVERSITY OF LONDON

MA Audio, Radio and Podcasting
Programme Specification

Awarding Institution: University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: MA

Programme Name: MA Audio, Radio and Podcasting

Total credit value for programme: 180

Name of Interim Exit Award(s):

Postgraduate Certificate in Audio, Radio and Podcasting

Postgraduate Diploma in Audio, Radio and Podcasting

Duration of Programme: One year

UCAS Code(s): Not applicable

HECoS Code(s): (100443) Media Production

QAA Benchmark Group: Not applicable

FHEQ Level of Award: Level 7

Programme accredited by: Broadcast Journalism Training Council (BJTC)

Date Programme Specification last updated/approved: July 2023

Home Department: Media, Communications and Cultural Studies (MCCS)

Department(s) which will also be involved in teaching part of the programme:

Not applicable

Programme overview

This programme provides an opportunity for postgraduates with some knowledge and experience of radio and or podcasting, to explore the audio medium in depth, both in theory and practice, and in both a creative and journalistic mode.

The MA programme attracts students from all over the world from Mongolia, Japan and China to Australia, USA, Iceland, Norway, Sweden, Denmark, Germany, Spain, Portugal, Egypt and many other countries. Home, EU and international students of all ages and backgrounds work together in a 70% practice to 30% theory /practice master's degree.

Students have an excellent record of employment and career development. MA Radio alumni include international award- winning foreign correspondents, the directors of national broadcasting channels, creative programme makers and broadcast journalists of distinction. But the course is also aimed at providing rich and valuable transferable skills so former students also find they have the springboard and confidence to develop and excel in other professional fields.

MA students are consistently winning significant awards for their work. For example, MA students had considerable success in the Charles Parker student radio feature awards, winning the top Gold award in 2021 for a documentary on the New Cross fire and again in 2023 for Thea Rickard's 'Our Dad". All the winning entries had a broadcast on BBC Radio 4. The students also won Best Radio Feature in 2020 and 2021 at the Broadcast Journalism Training Council Awards.

MCCS is committed to the college's 'Liberate My Degree' strategy and is determined to develop a diverse and inclusive curriculum that incorporates the interests and concerns of a diverse student body. We want to learn from students themselves and, in our module evaluation forms, we invite students to identify examples of diversity and inclusivity in each module and suggest how our teaching and learning materials might be improved. This process is overseen by DLTC, a dedicated Anti-Racist Committee (ARC) and an ongoing process of curriculum review.

Programme entry requirements

You will normally have a first degree at 2:2 or 2:1 level and have been able to demonstrate your commitment to audio by way of professional experience, internship/work experience or participation in voluntary radio broadcasting in student, hospital or community or Restricted Service License (UK) level. Podcast experience is also very welcome.

Experience of journalism in other fields such as on-line, particularly where audio has been used, television, magazines and newspapers is also appreciated. You may also have had experience of broadcast communication in the field of public relations. Previous learning on practice radio modules is also appreciated. Applications supported by sound files containing examples of the applicant's previous radio or podcast work are welcome. Final selection is by interview, in-person or online.

Mature students without a first degree, but a track record of professional media practice are considered and may be subject to a qualifying examination.

If your first language is not English, you normally need a minimum score of 7.0 in IELTS

(including 7.0 in the written element) or equivalent. It is essential that you are reasonably fluent in English in order to meet the demands of the course and to fulfil your potential.

Programme learning outcomes

Students who complete the **Postgraduate Certificate in Audio, Radio and Podcasting** will have achieved the following learning outcomes:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate your familiarity with a wide range of creative techniques and practices of audio production and the means by which they may be realised as a result of your own production of a portfolio of creative programming to a professional standard.	Creative Audio Radio Journalism
A2	Apply a critical approach to your own practice, which involves describing and analysing the qualities of your own work and its cultural significance.	Creative Audio

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Deconstruct the process of media communication in the production context, to judge between your own ideas and those of others, and to make informed and reasoned creative decisions.	Radio Journalism Asking the Right Questions
B2	Articulate appropriate analytical and interpretation and interpretation skills in the review of complex issues and problems.	Radio Journalism Creative Radio
B3	Demonstrate a high level of organisational skills in the management of complex activities and processes.	Radio Journalism Creative Audio

Code	Learning outcome	Taught by the following module(s)
B4	Demonstrate a high level of individually resourced research motivation that results in an original edited artefact.	Radio Journalism Creative Audio

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Demonstrate a high level of creative skills to research, write and produce documentary to a high standard in the broadcasting and online media platforms. These include the application of methodological and evaluation skills in your original research of stories and their backgrounds.	Radio Journalism Creative Audio
C2	Apply well-developed interpersonal skills to shared multi-media production processes.	Radio Journalism
C3	Demonstrate a high level of organisational skills in the management of activities and processes.	Creative Audio Radio Journalism

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	All the skills learned in sections A, B and C above are transferable across a wide range of media and can be utilised in a wide range of employment. All are also transferable life skills, which will enhance the ability of students to operate as fully engaged citizens of a democracy.	Radio Journalism Creative Audio Asking the Right Questions

Students who successfully complete the **Postgraduate Diploma in Audio, Radio and Podcasting** will demonstrate, in addition to the learning outcomes above, the following:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A3	Display comprehensive knowledge of the professional aspects of technical operation together with confidence and knowledge of the potential and application of digital technology for editorial and creative programme operations	Creative Audio Radio Journalism
A4	Apply a knowledge of presentation in news programming	Radio Journalism
A5	Deploy an advanced knowledge and understanding of research skills for journalistic and factual publication in the UK context, through online and traditional archive examination of information resources	Asking the Right Questions
A6	Demonstrate sound judgement in editorial decision making; news selection and priority, documentary research and programme structuring, live programme production in the magazine and news and current affairs formats, and presentation	Radio Journalism Asking the Right Questions

Code	Learning outcome	Taught by the following module(s)
	of popular sound formats and in the online context of multi-media.	

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B5	Demonstrate conceptual knowledge and critical reasoning skills in complex production problem solving under strict production deadline conditions	Radio Journalism Creative Audio Asking the Right Questions
B6	Apply appropriate analytical and interpretation skills in the review of complex issues and problems.	Asking the Right Questions
B7	Demonstrate written and oral communication and management/team strategies appropriate to the needs of each situation	Radio Journalism Creative Audio

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C4	Apply a high level of journalistic and creative skills to research, write and produce journalistic audio programming to a high standard in the broadcasting and online media platforms. These include the application of methodological and evaluation skills in your original research of stories and their backgrounds; the use of relevant critical, analytical and empathetic skills in interviewing and creative production management; the development of a personal approach to your practice; the ability to apply a high level of presentational skills and to communicate creatively, accurately with ethical reflection respecting and understanding contemporary regulatory standards with style and clarity.	Radio Journalism Asking the Right Questions

Code	Learning outcome	Taught by the following module(s)
C5	Demonstrate appropriate knowledge of online news and news feature production including picture handling	Radio Journalism Asking the Right Questions
C6	Apply appropriate knowledge of news and feature writing online and its accompaniment with audio and video production.	Radio Journalism Asking the Right Questions
C7	Demonstrate appropriate knowledge of audio production techniques in the context of news programming, including digital multi-track editing, portable recording processes, digital electronic news and programming management, live production in a variety of genre and formats produced for a variety of different demographic profiles, live radio presentation, self-drive programme presenting and production.	Radio Journalism Asking the Right Questions
C8	Apply basic sub-editing, picture handling, basic design and use of lay-out software for online multi-media publication.	Radio Journalism Asking the Right Questions
C9	Demonstrate basic digital photography skills	Asking the Right Questions

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	All the skills learned in sections A, B and C above are transferable across a wide range of media and can be utilised in a wide range of employment. All are also transferable life skills, which will enhance the ability of students to operate as fully engaged citizens of a democracy.	Radio Journalism Creative Audio Asking the Right Questions

Students who successfully complete the **MA in Audio, Radio and Podcasting** will demonstrate, in addition to the learning outcomes above, the following:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A7	Systematically apply knowledge of the wider ethical, legal and cultural contexts of international radio practice	Media Law, Regulation & Ethics Radio Journalism
A8	Articulate understanding of the applications of freedom of expression in varying cultural and political contexts, with sensitivity to the ethical issues in news and general programme production and broadcasting.	Media Law, Regulation & Ethics Radio Journalism
A9	Demonstrate a critical approach to radio media history and practice, a critical understanding of contemporary approaches to analysing the practice and history of radio communication, and a critical understanding of radio as a cultural phenomenon.	Radio Studies: A Cultural Enquiry Sound Storytelling
A10	Apply knowledge and skills to avoid the transgression of defamation and contempt and other principal media laws primarily in the UK, the USA and with reference to other legal jurisdictions: an appreciation and ability to critically apply	Media Law, Regulation & Ethics

Code	Learning outcome	Taught by the following module(s)
	principles of ethical conduct in all fields of the media; a critical understanding of the cultural, social and political context of media law making and professional regulation; a critical appreciation of alternative international methods of media law and those factors contributing to self-regulation by media practitioners.	

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B8	Employ a high level of critical skills that enable you to deconstruct the process of media communication and to judge between your own ideas and those of others, and to make informed and reasoned creative decisions. This includes the ability to place your work within a genre and to be able to manipulate key conventions.	Radio Journalism Sound Storytelling Asking the Right Questions
B9	Demonstrate the ability to evaluate your work and to analyse, in detail, the strengths and weaknesses of the completed audio drama, feature or essay.	Radio Studies Creative Audio Sound Storytelling
B10	Apply theoretical knowledge and critical reasoning skills to complex production processes under strict production deadline conditions.	Radio Studies Creative Audio
B11	Analyse audio texts and features and utilise appropriate critical language in both oral and written responses.	Radio Studies Sound Storytelling

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C10	Apply knowledge of the skills acquired to produce high quality audio drama, including: dramaturgy, adaptation to audio from a range of texts, directing, casting and post-production.	Radio Studies Sound Story Telling Creative Audio
C11	Demonstrate your familiarity with a wide range of audio dramas, both created for radio and podcasts, in a domestic and international context	Radio Studies Sound Story Telling Creative Audio
C12	Deconstruct dramatic structures in order to analyse how audio drama functions.	Sound Storytelling

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	All the skills learned in sections A, B and C above are transferable across a wide range of media and can be utilised in a wide range of employment. All are also transferable life skills, which will enhance the ability of students to operate as fully engaged citizens of a democracy.	All modules

Grading Criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	**Criteria for Grading Assessed Theoretical Work:** This higher marking band represents the overall achievement of the appropriate learning outcomes to an exceptionally accomplished level. A mark of 80% or higher is awarded when a candidate satisfies the requirements for a Distinction, but to

		an outstanding degree, and has produced work that is clearly highly original and innovative. **Criteria for Grading Assessed Practice Work:** This higher marking band represents the overall achievement of the appropriate learning outcomes to an exceptionally accomplished level. A mark of 80% or higher is awarded when a candidate satisfies the requirements for a Distinction, but to an outstanding degree, and has produced work that is clearly highly original and innovative.
70-79%	Distinction	**Criteria for Grading Assessed Theoretical Work:** Awarded when candidates show evidence of extensive relevant reading and an impressive grasp of current major issues in the field. Candidates will have very effectively demonstrated their achievement of the appropriate module knowledge, understandings and skills outcomes. This knowledge will have been reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning. The writing will be clear, well-focused and cogent. **Criteria for Grading Assessed Practice Work** Work of excellent overall quality. It will demonstrate the very effective application of appropriate knowledge, understandings and skills specified in the learning outcomes. It will consist of an original and ambitious project which has achieved its goals with a good to high level of technical competence. It will be informed both by the stregnth of its original idea(s) and an appropriate and distinctive structure. It will have been well researched/planned and exhibit a highly developed critical awareness of the medium. It will be work that the Department would normally regard as appropriate to exhibit, publish or broadcast externally.

| 60-69% | Merit | **Criteria for Grading Assessed Theoretical Work:**

Awarded when candidates show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. Candidates will have effectively demonstrated their achievement of the appropriate module knowledge, understandings and skills outcomes. They will demonstrate an ability to relate this reading to their topics and will clearly have understood and assimilated the relevant literature.

Criteria for Grading Assessed Practice Work:

Work that overall achieves a high standard. It will demonstrate the effective application of appropriate knowledge, understandings and skills specified in the learning outcomes. The work will have achieved the majority of its goals and will demonstrate a significant degree of originality and ambition with a good level of technical competence. It will be based on an original idea and be well structured. It will show significant evidence of research/planning and demonstrate a critical awareness of the medium. |
| 50-59% | Pass | **Criteria for Grading Assessed Theoretical Work:**

Awarded when there is clear evidence of knowledge and understanding, but where there may be limited development of ideas or critical comment. Candidates will have demonstrated a satisfactory level of achievement of the appropriate module knowledge, understandings and skills learning outcomes. There will be reference to relevant reading, though not necessarily critical evaluation. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.

Criteria for Grading Assessed Practice Work:

Work of an overall satisfactory standard. It will demonstrate the satisfactory application of appropriate knowledge, understandings and skills specified in the learning outcomes. It will show degrees of originality and ambition and the achievement of its primary goal(s). Technically it will be |

		competent in quality with a recognisable and successful overall structure. It will be based on a degree of research/planning and exhibit some critical awareness of the medium but with marked variations in the effectiveness of the use audio and visual elements.
30-49%	Fail	**Criteria for Grading Assessed Theoretical Work:** Awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module. **Criteria for Grading Assessed Practice Work:** Awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module.
10-29%	Bad fail	**Criteria for Grading Assessed Theoretical Work:** Awarded when the assessed work demonstrates a significant overall failure to achieve the Learning Outcomes, and where there is no evidence of recognition of the question nor of how it might be responded to. **Criteria for Grading Assessed Practice Work:** Awarded when the assessed work demonstrates a significant overall failure to achieve the Learning Outcomes, and where there is no evidence of recognition of the question nor of how it might be responded to.
1-9%	Very bad fail	**Criteria for Grading All Work** A submission that does not even attempt to address the specified learning outcomes (shall be deemed a non valid attempt and module must be resubmitted).
0%	Non submission or plagiarised	**Criteria for Grading All Work** A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.

Mode of study

On campus.

Programme structure

The MA is built on the twin pillars of Creative Audio and podcasting and Radio Journalism. Media, Law and Ethics also form a key element, supporting all areas of journalism. Creative Audio is taught over three terms and students will make a podcast series (autumn), a 10-minute documentary (spring) and a 15-minute feature documentary or drama (summer). The Sound Story Telling course dovetails with the summer project and any student wishing to produce a drama for the final project, will use the text written for Sound Story Telling.

The key theoretical course is Radio Studies. This course covers Radio and podcast history, important debates in the media and major creative figures. The course is assessed with an essay on a topic of the students' choice.

Radio Journalism is taught over three terms and builds from foundational principles to complex issues and practice.

The students will be required to produce an Outside Broadcast of an entertainment show (eg, concert or theatrical event) and will engage in a series of live production environments, based on a range of models, including BBC Radios 1, 2, 4 and commercial stations.

Throughout the course, guest speakers from industry will be invited to discuss their work, both online and in-person.

The full-time one-year MA programme primarily aims to further your development as a media communicator through the acquisition of a wide range of radio journalistic and creative techniques and practices of sound production and the means by which they may be realised. Some of these production practices are in the multimedia and online context. Through practical exercises and experimentation, the module encourages an understanding of a critical approach to your own radio practice. The programme enables you to produce a portfolio of radio, podcast and sound journalism and creative programming, to a professional standard and to be conversant with the wider ethical, legal, and cultural contexts of international radio practice. By the end of the programme of study you should be able to critically analyse the qualities of your own work and select appropriate broadcast/podcast platforms.

As well as subject specific knowledge and skills, the practical and theoretical studies will help you to further develop a wide variety of transferable intellectual, organisational and communications skills that can be applied in a wide range of employment contexts.

The award of a **Postgraduate Certificate** can be achieved by passing Creative Audio (60 CATS points) OR by passing Radio Journalism (45 CATS points) and Asking the Right Questions (15 CATS points).

The award of a **Postgraduate Diploma** can be achieved by passing Creative Audio (60 CATS points), Radio Journalism (45 CATS points) and Asking the Right Questions (15 CATS points), making a total of 120 CATS points.

The award of the **MA in Audio, Radio & Podcasting** can be achieved by passing: Radio Studies (15 CATS), Asking the Right Questions (15 CATS), Sound Story Telling (15 CATS), Media Law and Ethics (30 CATS), Creative Audio (60 CATS) and Radio Journalism (45 CATS)

Academic year of study

Module Name	Module Code	Credits	Level	Module Type	Term
Media Law, Regulation and Ethics	MC71058A	30	7	Compulsory	1, 2
Creative Audio	MC71125A	60	7	Compulsory	1, 2, 3
Radio Journalism	MC71126A	45	7	Compulsory	1,2, 3
Radio Studies: A Cultural Enquiry	MC71124A	15	7	Compulsory	1, 2
Asking the Right Questions	MC71116B	15	7	Compulsory	1
Sound Storytelling and Intertextuality of Narrative	MC71070A	15	7	Compulsory	2

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the

autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success. All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the Library and information available on Learn.gold (VLE) so that they have access to department/ programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the Goldsmiths website and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The Disability and Wellbeing Services maintain caseloads of students and provide on-going support.
The Careers Service provides central support for skills enhancement, running The Gold Award scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report (HEAR).

The Centre for Academic Language and Literacies works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Placement opportunities

As part of the MA in Radio, students are required to complete a minimum of 15 days' work placement. The co-convener will assist students to secure this. The module tutor along with the College Careers Service do their best to advise on potential vacancies, CV and showreel presentation and strategies for securing work. It should also be recognised that in the first year after graduation, particularly during periods of economic recession, seeking employment in an increasingly competitive employment market can be challenging.

Employability and potential career opportunities

The students on the MA programme have an excellent record of employment success in all areas of the media and cultural industries. Former students are currently working at ITN, Channel Four News, BBC Television, BBC World Service, BBC Radios 1, 2, 3 and 4, TalkSport, online services and a variety of independent and BBC local radio services throughout the United Kingdom. Students are also employed in commercial broadcasting organisations and by a wide range of podcast companies, including Spotify, Audible and ACAST. MA students have also enjoyed success in securing domestic and international awards recognition for their student work, including the European Broadcast Unions Rising Start award. Students are encouraged to develop and place their work on professional platforms and a number have set up their own production companies, securing commissions from organisations such as the BBC and TalkSport.

Programme-specific requirements

Not applicable

Tuition fee costs

Information on tuition fee costs is available at: https://www.gold.ac.uk/students/fee-support/

Specific programme costs

Not applicable