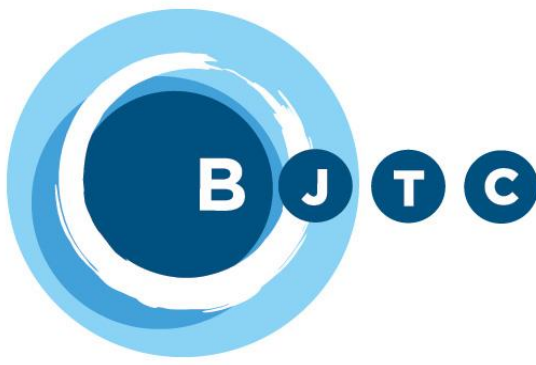




Promise of Performance 2025

Journalism. York St John University

Our aim is to deliver a challenging and innovative degree course which gives students the necessary skills and knowledge to embark on a successful career in journalism or to apply their learning to another chosen graduate pathway.

The focus is always on learning by doing. Newsroom practice – overseen by supportive tutors with decades of industry experience – is at the heart of our programme.

We have been delivering media production courses at York St John for more than 50 years. Here, we seek to bring together the timeless qualities of compelling storytelling with the latest technological tools.

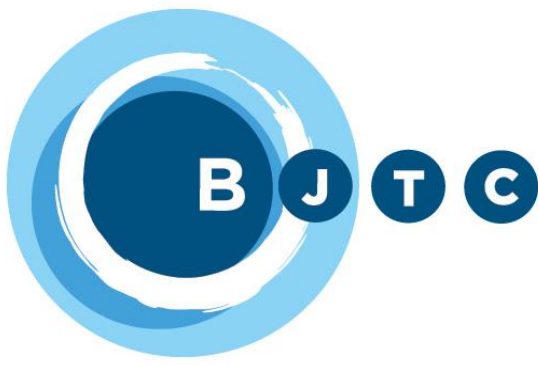
In alignment with our university's values and in a media world where journalists must battle ever more fiercely for audience attention and trust, we believe our students should be able to produce compelling, truthful and ethical content across all existing and emerging platforms.

Accreditation by the Broadcast Journalism Training Council is at the core of our offer, and we are also committed to producing magazines, podcasts, documentaries, online and social media outputs.

Our students are encouraged to develop their own journalistic specialisms. BA Hons Sports Journalism enables us to offer a bespoke route into employment in sports media drawing on our close relations with colleagues in sports science (BSc) and our links with York City FC, York Knights, York Racecourse, BBC York and York Mix.

They are also taught the traditional rigours of newsgathering, sourcing and criticality whilst developing top-flight writing and production skills. We provide opportunities to develop as collaborative, creative and communicative professionals equipped with the full range of “soft” competencies valued by employers.

Underpinned by a knowledge of media law, regulation and public affairs, students will be expected to report live in the field, producing stories to deadlines under professional newsroom conditions.



All our work is showcased on our student-led website www.theyorkie.co.uk

Everything we do is aimed at supporting the personal development journey of each student as they study as part of our small, tight-knit learning community in the historic centre of the city of York.

Students are encouraged to recognise diversity in all its forms and to develop as rounded individuals capable of being lifelong learners and prospering both personally and professionally in their chosen future.

All students are required to complete 15 days' media work experience as part of their degree receiving feedback from qualified professionals who are part of a growing network of industry contacts that includes the BBC, York Mix and Google.

Journalism is a three-year full-time undergraduate course. It is delivered as part of a small suite of programmes including Film and TV Production and Media Production.

We believe this provides unique opportunities for students to collaborate in fields such as documentary making.

Students will be supported to secure employment in appropriate media industries.

We also recognise and prepare for the growing range of opportunities afforded in the field of digital communications and the wider creative economy with the trend towards freelance or portfolio career structures.