

The University has accepted the following definition of employability as articulated in 'Future Fit: preparing graduates for the World of Work' published by UUK/CBI (2009)

"A set of attributes, skills and knowledge that all labour market participants should possess to ensure they have the capability of being effective in the workplace – to the benefit of themselves, their employer and the wider economy"

The University has agreed the following attributes as important in the development of an employable graduate: self management; teamworking; business and customer awareness; problem solving; communication and literacy; application of numeracy; application of information technology.

Self management – readiness to accept responsibility, flexibility, resilience, self-starting, appropriate assertiveness, time management, readiness to improve own performance based on feedback/reflective learning

Teamworking – respecting others, co-operating, negotiating/persuading, contributing to discussions, and awareness of interdependence with others

Business and customer awareness – basic understanding of the key drivers for business success – including the importance of innovation and taking calculated risks – and the need to provide customer satisfaction and build customer loyalty

Problem solving – analysing facts and situations and applying creative thinking to develop appropriate solutions.

Communication and literacy – application of literacy, ability to produce clear, structured written work and oral literacy – including listening and questioning

Application of numeracy – manipulation of numbers, general mathematical awareness and its application in practical contexts (e.g. measuring, weighing, estimation and applying formulae).

Application of information technology – basic IT skills, including familiarity with work processing, spreadsheets, file management and use of internet search engines

Underpinning all these attributes, the key foundation, must be a **positive attitude**: a 'can-do' approach, a readiness to take part and contribute, openness to new ideas and a drive to make these happen.

BUT.....

HOW WILL THESE SKILLS BE DEVELOPED THROUGHOUT YOUR DEGREE IN JOURNALISM MEDIA AND CULTURAL STUDIES?.....

OVERVIEW OF JOURNALISM MEDIA AND CULTURAL STUDIES COURSE

Throughout this academic programme of study, students gain an ability to critically understand, comment on and participate in the various roles and functions performed by media in their own and other societies.

In tandem with this, students steadily develop their employability skills:

- **Information technology and application of number** are introduced in the first year and developed throughout the course. This also includes the skills of seeking academic information, from library and other online sources, and critical evaluation of information found.
- **Self-management skills** are developed throughout the course with an emphasis on research and project based work
- **Communication and literacy skills** are developed to a very high standard – oral, written, discursive and presentation skills are honed throughout the course.
- **Problem solving skills** are developed through the various research based and project based areas of study
- **Teamworking** is key to the study methods and group project work throughout the course

HOW WILL YOU DEVELOP THESE SKILLS THROUGH YOUR COURSE IN THE FIRST YEAR?

Self management forms a large part of your academic study. You will be expected to manage your own learning, meet essay deadlines, prepare for seminar presentations, create and regularly update a personal blog.

Teamworking is an essential part of any degree and you will develop skills through developing essay ideas in groups, sharing ideas and understanding in research project groups.

Problem solving skills will be developed through a variety of research questions on which you will work throughout the year.

Communication and literacy skills are central to this degree, from the basics of correct spelling, punctuation and grammar, to writing style, discursive skills, individual and group presentation skills,

Numeracy and IT skills are developed through an understanding of quantitative analysis in research work and through developing ability in a wide range of IT based communications including familiarity with Blackboard, Powerpoint, blogging, Facebook and a variety of databases and IT packages.

HOW WILL YOU DEVELOP THESE SKILLS IN YOUR SECOND YEAR?

Self Management will continue to be developed through independent study, researching, reading and writing to deadlines, working independently on a long essay,

Teamworking will continue through group based activities.

Problem solving will be implicit in essay proposals which include a planning stage requiring an analysis of problematic issues, and throughout the design of research projects

Communication and Literacy skills developed in the first year will continue to have a central role. You will also begin to study the role of culture in communication and look at specialised forms of communication tools used in research such as focus groups, long interviews.

Numeracy and IT skills gained in the first year will continue to be used and developed.

HOW WILL YOU DEVELOP THESE SKILLS IN THE THIRD YEAR?

Final year modules provide a broad range of module choices.

Self Management skills will continue to be important throughout in preparing work and meeting deadlines.

Teamworking will continue to play an important part in researching and presenting information

Problem Solving will be implicit throughout research based activities, including Researching Media Audiences, and media-specific communication activities such as web design.

An understanding of **Communication and literacy skills** may be developed in more specialised ways through module choices such as Language, Media and Manipulation; Advertising and Consumer Society; Making and Shaping of News.

Numeracy and IT skills will continue to be implicit in all work and may be developed in more specific ways through About Photographs (Multi-media production) and Language Media and Manipulation (Web pages, Photoshop, Dreamweaver).

CAREER MANAGEMENT SKILLS (CMS)

CMS sessions delivered in year 2 will show you how to make sense of the **employability skills** developed throughout your degree and help you articulate these skills effectively both on paper and at interview to an employer. This link between academia and employment is essential, especially for those wanting to enter employment straight after their study. The Careers Service is available to help you further with this throughout all stages of your academic degree.

The Careers Service has a full programme of fairs, employer presentations and employer-led skills sessions that give undergraduates opportunities to meet employers and start developing their **commercial awareness** skills. Furthermore, this insight will allow you to better prepare for the job search and application process.