Template C4

Kingston University London

Programme Specification

Title of Course: *MA Media & Communication*

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Version number	3
Faculty	Kingston School of Art
School	School of Creative and Cultural Industries
Department	Department of Journalism, Publishing and Media
Delivery Institution	

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1:   GENERAL INFORMATION

Award(s) and Title(s): *Up to 10 pathways*	MA Media & Communication
Intermediate Awards(s) and Title(s): *There are 4 Intermediate awards for each pathway*	Postgraduate Certificate Postgraduate Diploma
Course Code *For each pathway and mode of delivery*	PPMCO1MCO01 PFMCO1MCO01
UCAS code *For each pathway*	

RQF Level for the Final Award:	
Awarding Institution:	Kingston University
Teaching Institution:	
Location:	Penrhyn Road
Language of Delivery:	English
Modes of Delivery:	Full-time Part-time With Professional Placement
Available as:	Full field
Minimum period of registration:	Full-time - 1 Part-time - 2 With Professional Placement - 2
Maximum period of registration:	Full-time - 2 Part-time - 4 With Professional Placement - 3
Entry Requirements:	The minimum entry qualifications for the programme are: A minimum of a Lower Second Class degree in a Humanities or Social Science subject, or equivalent. A minimum IELTS score of 6.5, or equivalent is required for those for whom English is not their first language.
Programme Accredited by:	N/A
QAA Subject Benchmark Statements:	No benchmark statement relating specifically to Media and Communication at Masters Level
Approved Variants:	N/A

Is this Higher or Degree Apprenticeship course?	

For Higher or Degree Apprenticeship proposals only	
Higher or Degree Apprenticeship standard:	N/A
Recruitment, Selection and Admission process:	See entry requirements
End Point Assessment Organisation(s):	N/A

SECTION 2: THE COURSE
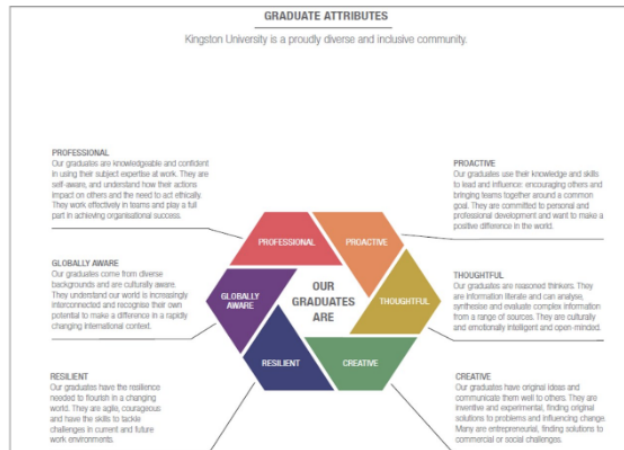
A. Aims of the Course

The main aims of the MA are to:
- Provide students with a broad knowledge and understanding of key theories, concepts and debates regarding media and communication practices
- Develop the critical and analytical skills necessary to examine media forms and their effect on societal, cultural and political spheres
- Enhance students' ability to relate theories and concepts to media practices
- Enable students to reflect critically, and to an advanced level, on their own engagement with media
- Enable students to identify, locate and critically appraise primary and secondary sources as a basis for independent research
- Enable students to undertake a sustained piece of independent research project (in the form of a traditional dissertation or a practice-based project with a written component) in media and communication at an advanced level
- To equip students with the skills and knowledge to compete successfully for employment in the media and cultural industries
- The 2-year programme with integrated placement(s) also provides students with an opportunity to enhance their professional skills, preparing them for higher levels of employment, further study and lifelong learning

B. Intended Learning Outcomes

The programme outcomes are referenced to the QAA Master's Degree Characteristics (2020). There is no benchmark statement relating specifically to Media and Communication at Masters Level, and the Quality Assurance Agency has no published plans to produce one in the near future. However, the QAA benchmark on Communication, Media, Film and Cultural Studies has been drawn on in developing the MA Media and Communication. The programme is reference to the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student. The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas.

In addition to the programme learning outcomes identified overleaf, the degree course defined in this programme specification will allow students to develop the six key areas of graduate attributes

GRADUATE ATTRIBUTES

Kingston University is a proudly diverse and inclusive community.

PROFESSIONAL
Our graduates are knowledgeable and confident in using their subject expertise at work. They are self-aware, and understand how their actions impact on others and the need to act ethically. They work effectively in teams and play a full part in achieving organisational success.

PROACTIVE
Our graduates use their knowledge and skills to lead and influence, encouraging others and bringing teams together around a common goal. They are committed to personal and professional development and want to make a positive difference in the world.

GLOBALLY AWARE
Our graduates come from diverse backgrounds and are culturally aware. They understand our world is increasingly interconnected and recognise their own potential to make a difference in a rapidly changing international context.

THOUGHTFUL
Our graduates are reasoned thinkers. They are information literate and can analyse, synthesise and evaluate complex information from a range of sources. They are culturally and emotionally intelligent and open-minded.

RESILIENT
Our graduates have the resilience needed to flourish in a changing world. They are agile, courageous and have the skills to tackle challenges in current and future work environments.

CREATIVE
Our graduates have original ideas and communicate them well to others. They are inventive and experimental, finding original solutions to problems and influencing change. Many are entrepreneurial, finding solutions to commercial or social challenges.

OUR GRADUATES ARE: PROFESSIONAL, PROACTIVE, THOUGHTFUL, CREATIVE, RESILIENT, GLOBALLY AWARE

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They must align to the levels set out in the 'Sector Recognised Standards in England' (OFS 2022).

Programme Learning Outcomes

	Knowledge and Understanding On completion of the course students will be able to:		Intellectual Skills On completion of the course students will be able to		Subject Practical Skills On completion of the course students will be able to
A1	Demonstrate in-depth knowledge and understanding of key theories, concepts and debates regarding mass and new media and communication practices	B1	Identify, locate and critically appraise secondary and primary sources as a basis for independent research	C1	Construct a coherent and sophisticated argument and present it in oral, practical, and written form
A2	Deploy critical and analytical skills relating to the examination of the mass and new media and its effect on societal, cultural and political spheres	B2	Reflect critically on their own engagement with media and communication	C2	Conduct traditional and practice-based research at an advanced level
A3	Apply theories and concepts to media and communication practices	B3	Demonstrate knowledge and understanding of the research skills necessary to undertake a sustained piece of independent research including the practice-based option in media and communication at an advanced level	C3	Use appropriate ICT to present effectively text, data and images
A4	Demonstrate knowledge and understanding of the research skills necessary to undertake a sustained piece of independent research or a practice-based project in media and communication at an advanced level	B4	Demonstrate the critical and analytical skills relating to the examination of the media and communication and its effect on societal, cultural and political spheres	C4	Negotiate and manage group work effectively
A5	Undertake a sustained piece of independent research (standard or practice-based dissertation) in media and communication at an advanced level	B5	Apply media and communication theory to specific forms, contexts and interactions with old and new media	C5	Demonstrate professional skills (including self-presentation, communication, interpersonal/teamwork, research and information literacy, numeracy,

					time-management and project-planning, management and leadership skills, and ethical practice).

In addition to the programme learning outcomes, the programme of study defined in this programme specification will allow students to develop the following range of Graduate Attributes:
1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

C. Outline Programme Structure

This course is part of the University's Postgraduate Regulations. Courses in the PG Regulations are made up of modules that are designated at level 7 (a small amount of level 6 credit may occasionally contribute to a postgraduate course). Single modules in the framework are valued at 30 credits and the course may contain a number of multiple modules. The minimum requirement for a Postgraduate Certificate is 60 credits, for a Postgraduate Diploma 120 credits, and a Masters degree 180 credits. In some instances the Certificate or Diploma may be the final award and Certificates and Diplomas may be offered to students who only complete specified parts of a Masters degree.

Students on the 2-year programme (with integrated placement) must complete all modules except the final 'capstone project' module, by the end of TB2, and then work in their placement(s) for a maximum of 12 months. The student should confirm that their placement opportunity is available by the end of May, and the course team will confirm whether this is acceptable within two weeks. Students on placement(s) must complete a portfolio assessment which includes a reflection on how they have applied the skills they have developed during the previous year, within a professional working environment.

A comprehensive list of all possible options is provided here. The option list in any given year will be carefully constructed to ensure that the course curriculum is coherent, enabling students to achieve the programme learning outcomes via their chosen selection of modules.

MA Media & Communication

Level 6							
MA Media & Communication							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Special Study Art Media Management and Production	MD6016	30	6	TB1 & TB2	None	1	2
Optional Modules							

Marketing and Communications in Publishing	PU6002	30	6	Year long	None	1	2
Television Production	MD6017	30	6	TB1 & TB2	None	1	2

Level 7							
MA Media & Communication							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
From Mass Media to New Media: Theories, Approaches, Applications	MD7001	30	7	TB1 & TB2	None	1	2
Media and Communication Dissertation	MD7004	60	7	TB2 & TB3	None	1	2
Media and Globalisation	MD7005	30	7	TB1 & TB2	None	1	2
Optional Modules							
Creating Magazines - Content and Context	JO7014	30	7	Year long	None	1	2
Freedom, Censorship and Subversion	MD7003	30	7	TB1	None	1	2
The Archives in Contemporary Media Cultures	MD7006	30	7	TB1 & TB2	None	1	2

Level 7 information

Students exiting the programme with 60 credits are eligible for the award of PgCert. in Media & Communication.

Students exiting the programme with 120 credits are eligible for the award of PgDip. in Media & Communication.

D. Principles of Teaching, Learning and Assessment

The teaching and learning strategy MA in Media and Communication has been designed to support a curriculum which aims to equip students with an in-depth knowledge and understanding of the main debates, methods and approaches in the field, and to enable students to apply this knowledge to their critical analysis of everyday media and communication.

In general, modules are taught through a combination of lectures/ seminars/ workshops. Lectures will present an overview of a given topic area, highlighting key concepts, issues and debates. They will draw on a range of academic disciplines, applying a variety of methodologies and perspectives to the consideration of critical issues and problems.

Particular emphasis is given to the way the seminars are organised, especially in the core modules, to fully encourage students to participate and discuss detailed content. They will be partly initiated by the tutor, but mostly student led. In addition to the discussions, many of the seminars (in particular those in the core theory module) involve group presentations where students will interrogate the usability of theoretical frameworks introduced in the readings and lectures, by applying these to worked examples and topical case studies. These are designed to enable students to further develop their oral communication skills.

Feedback from presentations will form an essential part of the teaching and learning strategy. Students will receive documented feedback for their presentations, which will integrate critical peer review into students' learning experience. It will also support students' learning experience by providing formative feedback to prepare students for their written projects.

Workshops are designed to enable students to work in groups intensively, in the company of class tutors, to interact as a group to pool ideas and use their problem solving skills to analyse case studies.

In seminars, presentations and workshops students will be encouraged to draw on their personal or professional experience. Students participating in the course are likely to come from a diversity of cultural, academic, and professional backgrounds and will, therefore, be able to share their insights into different media systems and critically interrogate the applicability of dominant approaches to media studies. The MA Media and Communication teaching team regards the diversity of student experience as a strong teaching resource for other students. Workshops, seminars and group sessions/presentations will provide opportunities for collaborative work, where they can draw on each other's knowledge, understanding and skills.

In addition to the strategies outlined above, the MA will make use of:
- Blended learning methods in modules, including online support and interaction (such as the delivery of course notes and supplementary material, or plenary discussions in on-line discussion fora to facilitate collaborative work)
- Regular research seminars where experts with specialist knowledge or expertise in the field will give focused talks relevant to the taught modules to enhance and contextualise the curriculum (guest lectures, masterclasses, etc.)
- Directed reading and research, including use of on-line data, which the team will want to monitor in each module on a weekly basis. The details of required readings will be set in detailed module guides distributed at the start of each module.
- A strong emphasis on independent learning, not only in terms of expectations about the amount and kind of learning that needs to take place outside the classroom, but also in terms of research.
- Extracurricular activities organised regularly both in the university or outside (such as debates, panels, film viewings or outings) will supplement the learning experience of students. The overall aim is to provide a coherent and integrated student experience with a fruitful and stimulating mix of different learning opportunities.
- LinkedIn Learning – all courses based in the Kingston School of Art offer students free access to the online video tutorial platform LinkedIn Learning. This provides a wide range of subjects to choose from, many with downloadable exercise files, including software tutorials covering photography, graphics, web design, audio and music, CAD and Microsoft Office software, as well as courses on Business and Management skills. Some of these are embedded in the curriculum and offer additional self-paced learning, others may be taken at will by students wishing to broaden their employability skills in other areas.

Modules are assessed through a variety of formats, such as critical essays, oral presentations, case-studies, briefing reports, practical projects, research planning, audio-visual essays, and practical research exercises linked to the learning outcomes of particular modules. In general, the written work will form the summative assessment element for the modules. Oral work (i.e. presentations) will be both summative and formative, through the use of feedback to help them improve their critique, and their ability to synthesise information and present arguments succinctly and convincingly. The assessment strategies used in this course are mapped appropriately against the teaching and learning strategy. They are designed to assess the development of students' knowledge and understanding and skills in a variety of ways, and also to offer a set of stimulating challenges, some of which reflect demands likely to be experienced in the workplace. A major element of the master's course is the (standard or practice-based) dissertation, which will demonstrate their ability to produce a sustained piece of writing, reflection on practice, handling empirical material from a variety of sources within a sophisticated conceptual and theoretical framework.

E. Support for Students and their Learning

Students are supported by:

- A Module Leader for each module
- A Course Leader to help students understand the programme structure
- Personal Tutors to provide academic and personal support
- A placement tutor to give general advice on placements
- Technical support to advise students on IT and the use of software
- A designated Course Administrator
- An induction week at the beginning of each new academic session
- Staff Student Consultative Committee
- VLE/Canvas – a versatile online interactive intranet and learning environment accessible both on and off-site
- LinkedIn Learning – an online platform offering self-paced software tutorials
- An Academic Success Centre that provides academic skills support for both UG and PG students
- Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
- A Student Achievement Officer who provides pastoral support
- Support for students with disabilities
- The Union of Kingston Students
- Careers and Employability Service
- Careers and Employability Services Team – will provide support for students prior to undertaking work placement(s).

F. Ensuring and Enhancing the Quality of the Course

The University has several methods for evaluating and improving the quality and standards of its provision. These include:
- External Examiners
- Boards of Study with student representation
- Annual Monitoring and Enhancement
- Periodic review undertaken at subject level
- Student evaluation including MEQs (module evaluation questionnaires), a PG Student Survey

- Moderation policies
- Feedback from employers

G. Employability and work-based learning

The MA Media and Communication equips students with the skills for entry into a variety of media professions. Many of our alumni become professionals in the media and cultural industries, working in such sectors as government (e.g. parliamentary communication officer), PR (marketing executive for a legal firm; event manager), publishing, radio and journalism (e.g. online tablet publications editor, radio presenter, journalist).

The programme prepares students for such future careers by providing students with a critical knowledge and understanding of ongoing developments in the area of global communications, media regulation and policy, business of media and media audiences/users. It also equips students with skills that are essential in the workplace, such as presentation skills, teamwork, writing reports, reflection and self-assessment, and problem-solving skills. Oral communication skills is one core area we encourage students to develop, through student led seminar discussions to assessed group presentations using relevant audiovisual technologies (e.g. keynote, PowerPoint, Crits). Presentations are also designed to develop students' ability to work within teams, and are accompanied by reflection and self-assessment, a further key skill required in the workplace. Finally, the second semester presentation of dissertation projects at the MA conference, helps MA Media and Communication students to enhance their verbal skills by presenting their projects in front of a large audience.

Career workshops embedded in the teaching schedule for core modules, as well as extracurricular talks with industry professionals, also encourage students to arrange and pursue individual placements in media and cultural industries. Students also benefit from a coordinated range of activities organised by the faculty's employability coordinator and the Careers and Employability team.

The 2-year integrated work placement programme is designed to provide students with enhanced opportunities for securing professional employment at the end of their degree, providing skills and experience that employers are looking for in their work force. These are supported by the Careers and Employability Services team, providing drop-in and scheduled events to support students in the preparation of CVs, applications, and preparation for interviews and assessment centres.

Work-based learning, including sandwich courses and higher or degree apprenticeships

See section G

H. Other sources of information that you may wish to consult

Kingston University Website:
http://www.kingston.ac.uk/postgraduate-course/media-communication-ma/

I. Development of Course Learning Outcomes in Modules

This table maps where course learning outcomes are **summatively** assessed across the modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 6			Level 7					
		PU6002	MD6016	MD6017	JO7014	MD7001	MD7005	MD7003	MD7004	MD7006
Knowledge & Understanding	A1					S	S			
	A2					S			S	
	A3	S	S	S	S			S	S	S
	A4	S	S	S	S		S	S		S
	A5								S	
Intellectual Skills	B1	S	S	S	S	S		S	S	S
	B2	S					S			
	B3		S	S	S	S		S	S	
	B4				S		S		S	
	B5									
Practical Skills	C1	S				S				
	C2		S	S				S	S	S
	C3		S	S		S		S		S
	C4						S			
	C5	S					S		S	

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.