

Template C4



Programme Specification

Title of Course: *MA Media & Communication*

Date first produced	21/09/2023
Date last revised	09/05/2025
Date of implementation of current version	01/09/2025
Version number	4
Faculty	Kingston School of Art
Cross-disciplinary	
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):	MA Media & Communication
Exit Award(s) and Title(s):	PGCert PGDip
Course Code <i>For each pathway and mode of delivery</i>	PPMCO1MCO01 PFMCO1MCO01
UCAS code <i>For each pathway</i>	

Award(s) and Title(s):	MA Media & Communication with Professional Placement
Exit Award(s) and Title(s):	PGCert PGDip
Course Code <i>For each pathway and mode of delivery</i>	
UCAS code <i>For each pathway</i>	

Awarding Institution:	Kingston University
Teaching Institution:	
Location:	Penrhyn Road
Language of Delivery:	English
Delivery mode:	Primarily campus based (up to 20% of scheduled L&T hours delivered online)
Learning mode(s):	Full-time Part-time With Professional Placement
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	<p>Kingston University typically uses a range of entry requirements to assess an applicant's suitability for our courses. Most postgraduate taught course requirements are based on having been awarded a relevant undergraduate degree and are normally coupled with minimum grades expectation of 2:2, specific courses in certain areas may have a stricter grade requirement. We may also use interview, portfolio and performance pieces to assess a person's suitability for some courses. We recognise that every person's journey to a postgraduate taught education is different and unique and in some cases we may take into account work experience and other non-standard pathways onto University level study. Additionally, all non-UK applicants must meet our English language requirements. Please see our course pages on the Kingston University website for the most up to date entry requirements.</p>
Regulated by	The University and its courses are regulated by the Office for Students
Programme Accredited by:	N/A
Approved Variants:	N/A
Is this Higher or Degree Apprenticeship course?	No

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. Programme Learning Outcomes

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They have been aligned to the levels set out in '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).
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C. Future Skills Graduate Attributes

In addition to the programme learning outcomes, the programme of study defined in this programme specification will engage students in developing their Future Skills 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

D. Outline Programme Structure

Full details of each module will be provided in module descriptors and in the module canvas pages.

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	MD601 6	30	6	Year Long		1	1

Exit Awards at Level 6

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:	MD700 1	30	7	TB1 & TB2	None	1	2

Theories, Approaches, Applications							
Media and Communication Dissertation	MD700 4	60	7	TB2 & TB3	None	1	2
Media and Globalisation	MD700 5	30	7	TB1 & TB2	None	1	2
Optional Modules							
Creating Magazines - Content and Context	JO701 4	30	7	Year long	None	1	2
Freedom, Censorship and Subversion	MD700 3	30	7	TB1	None	1	2
The Archives in Contemporary Media Cultures	MD700 6	30	7	TB1 & TB2	None	1	2

Exit Awards at Level 7

Students exiting the programme with 60 level 7 credits are eligible for the award of Postgraduate Certificate.

Students exiting the programme with 120 level 7 credits are eligible for the award of Postgraduate Diploma.

MA Media & Communication with Professional Placement

E. Teaching, Learning and Assessment

This course uses a range of teaching and assessment methods which have been designed to support students' learning and achievement of the learning outcomes. The course has been developed with reference to the Kingston University Academic Framework which sets-out core principles relating to Course and Credit Structure (including Module delivery Structure and Pattern, and Learning Hours and Learning Formats); Curriculum Design (inclusion Learning Design Principles and Inclusive Curriculum); and Future Skills.

Teaching and Learning on the course consist of Scheduled Learning and Teaching and Guided Independent Study (self-managed time). Scheduled Learning and Teaching includes the following, and the format for each module is set out in the module specification:

- Laboratory Sessions
- Lectures
- Seminars
- Tutorials
- Workshops
- Placements

Guidance for students on the use of independent study time is communicated through the 'Succeed in your module' section on the Canvas Virtual Learning Environment and through other communications during the course.

In addition to the core Scheduled Learning and Teaching activities for the course, the University may offer students additional optional opportunities for learning. Examples of these include Study abroad and Work-based learning.

The course will provide students with the opportunity to develop their knowledge and skills relating to at least two United Nations Sustainable Development Goals (UN SDGs). We are committed to empowering students with the knowledge, skills and opportunities to understand and address the UN SDGs: each course is thus also required to prepare students for at least two of the SDGs (not including Quality Education, which all courses must deliver).

F. Support for Students and their Learning

Students are supported through a range of services that provide academic and wider support. These include:

- A Module Leader for each module
- A Course Leader to help students understand the course structure
- Personal Tutors to provide academic and personal support
- Technical support to advise students on IT and the use of software
- Student Voice Committee – to ensure the views of students are heard
- Canvas – Kingston University's Virtual Learning Environment
- Student support facilities that can provide advice on issues such as finance, regulations, legal matters, accommodation, international student support
- Disabled student support
- The Kingston Students' Union
- Student Development and Graduate Success

G. Ensuring and Enhancing the Quality of the Course

The University has policies and procedures for evaluating and improving the quality and standards of its provision. These include:

- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP)

- Student evaluation including Module Evaluation Questionnaires (MEQs), the National Student Survey (NSS)
- Internal and external moderation of graded assignments

H. External Reference Points

External reference points which have informed the design of the course. These include:

- QAA Subject benchmarks
- Other subject or industry standards

I. Development of Course Learning Outcomes in Modules

This table maps where programme learning outcomes are **summatively** assessed across the **core** 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					
		MD6016	MD7001	MD7005	MD7003	JO7014	MD7004	MD7006
Knowledge & Understanding	A1		S	S				
	A2		S				S	
	A3				S	S	S	S
	A4			S	S	S		S
	A5						S	
Intellectual Skills	B1		S		S	S	S	S
	B2			S				
	B3		S		S	S	S	
	B4			S		S	S	
	B5							
Practical Skills	C1		S					
	C2				S		S	S
	C3		S		S			S

	C4			S				
	C5			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.

Additional Information