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**Programme Specification**

**Title of Course: BA (Hons) Media & Communication**

**Date Specification Produced: October 2012**

**Date Specification Last Revised: August 2018**

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 teaching, learning and assessment methods, learning outcomes and content of each module can be found in the Course Handbook on Canvas and in individual Module Descriptors.

**SECTION 1: GENERAL INFORMATION**

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| **Title:** | BA (Hons) Media & Communication |
| **Awarding Institution:** | Kingston University |
| **Teaching Institution:** | Kingston University |
| **Location:** | Penrhyn Road |
| **Programme Accredited by:** | n/a |

**SECTION2: THE PROGRAMME**

1. **Programme Introduction**

Media and culture play a central role both in our everyday lives and in the economic, social and political processes surrounding us. The Media and Communication BA programme is designed for students who want to engage critically with the dynamic processes, debates and issues, which make up our increasingly mediated world. Graduates of the BA Media and Communication have gone on to pursue careers within a wide range of sectors. Graduates have secured jobs within a range of media industries, at international and national level (e.g. BBC) as well as in local and regional SMEs.

Students who take this course will be able to:

* Critically evaluate the relationship between media forms, practices and processes and the world around them
* Develop practical creative skills to produce their own media artefacts
* Gain real world experience through work placements in media organisations.

The curriculum is organised around four interdependent strands:

1. Histories, theories and debates;
2. Media production and creative practice;
3. The analysis of media texts, practices and contexts;
4. The media industries and professions.

These four strands are introduced in the first year of study in a balanced curriculum that has been carefully designed to ensure that students are equipped with the essential skills and knowledge necessary for successful undergraduate study in the discipline. Students will develop and deepen their knowledge and skills in the second year where a range of options enable students to focus on areas of particular interest while complementing the core modules in media theory and media production.

The curriculum in the final year is designed to foster and support students’ skills as independent researchers and creative practitioners. Students will undertake special studies which grow out of the research specialisms of their tutors, while at the same time undertaking their own research based projects in the capstone Media Research Project module*.* Links with industry and professional practitioners are forged through the module *@work in the media industries*, which provides students with the opportunity to undertake a period of work experience within a media organisation, and through the option of a work-based research strand within the *Media Research Project*.

Modules in Media and Communication are delivered by active researchers whose interests range across issues concerning new media, contemporary identities and the relationship between media and politics, some of whom are also practitioners from the fields of journalism and digital media. Media and Communication students are thus able to concentrate equally on analysing culture and creating their own media products. The curriculum is enriched by regular guest lectures and workshops with media practitioners and professionals and also a series of research workshops, which extend and support students’ own practice in research design, methods and presentation.

1. **Aims of the Programme**

The Half-Field programme will offer students the opportunity to:

* Gain knowledge and understanding of the role of media and culture in historical and contemporary, national and international, economies, societies and politics.
* Develop knowledge and understanding of particular media forms and genres, along with their differing organisation of understandings, meanings and affects.
* Relate their theoretical understanding of media and culture to production practice and to realise and develop their creative potential through engagement in production practice.
* Carry out sustained independent inquiry, drawing upon a range of conceptual and methodological frameworks appropriate to the analysis of practices of production and consumption of media and culture
* Develop the key skills of flexibility, creativity and independence, teamwork, personal and group responsibility, and creative negotiation that will enhance their personal development and future employment prospects.

The Major and Full-Field programme will offer students the opportunity to:

* Gain a broader knowledge and understanding of the role of media and culture in historical and contemporary, national and international, economies, societies and politics.
* Develop a deeper knowledge and understanding of a broader ranger of media forms and genres, along with their differing organisation of understandings, meanings and affects.
* Relate their theoretical understanding of media and culture to production practice and to realise and develop their creative potential through engagement in production practice.
* Carry out sustained independent inquiry, drawing upon a range of conceptual and methodological frameworks appropriate to the analysis of practices of production and consumption of media and culture
* Develop the key skills of flexibility, creativity and independence, teamwork, personal and group responsibility, and creative negotiation that will enhance their personal development and future employment prospects

1. **Intended Learning Outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA subject benchmarks for Communication, Media, Film and Cultural Studies and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student.

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| **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 the role of media and communication in historical and contemporary, national and international, economies, societies and politics. | B1 | Judge and evaluate truth claims in media and communication studies | C1 | Deploy appropriate analytic skills on texts – both written and visual – and data |
| A2 | Apply a variety of methods of analysis applicable to media and cultural forms and products | B2 | Engage in abstract thinking and concept building and apply their conceptual knowledge to both factual situations and practical media | C2 | Exhibit their work – both practical and theoretical – publicly |
| A3 | Demonstrate in depth knowledge and understanding of a range of theoretical perspectives appropriate to the critical analysis and evaluation of media and cultural forms | B3 | Synthesise information and use it to sustain an argument | C3 | Deploy a range of practical competencies through engagement in at least one production practice |
| A4 | Demonstrate in depth knowledge and understanding of the ways in which media and communication and cultural forms and genres have evolved, and how they organise understandings, meanings and affects. | B4 | Reason, formulate and test hypotheses systematically and reach conclusions |  |  |
| A5 | Successfully integrate theoretical concerns into their production practice | B5 | Analyse critically and appraise both primary and secondary qualitative and quantitative data sources |  |  |
| A6 | Integrating theory and practice through the production of their creative practice-based research projects. | B6 | Compare and evaluate using reasoned evidence |  |  |

In addition to the programme learning outcomes identified overleaf, the programme of study defined in this programme specification will allow students to develop a range of Key Skills as follows:

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| **Key Skills** | | | | | | |
| **Self-Awareness Skills** | **Communication Skills** | **Interpersonal Skills** | **Research and information Literacy Skills** | **Numeracy Skills** | **Management & Leadership Skills** | **Creativity and Problem Solving Skills** |
| Take responsibility for own learning and plan for and record own personal development | Express ideas clearly and unambiguously in writing and the spoken work | Work well with others in a group or team | Search for and select relevant sources of information | Collect data from primary and secondary sources and use appropriate methods to manipulate and analyse this data | Determine the scope of a task (or project) | Apply scientific and other knowledge to analyse and evaluate information and data and to find solutions to problems |
| Recognise own academic strengths and weaknesses, reflect on performance and progress and respond to feedback | Present, challenge and defend ideas and results effectively orally and in writing | Work flexibly and respond to change | Critically evaluate information and use it appropriately | Present and record data in appropriate formats | Identify resources needed to undertake the task (or project) and to schedule and manage the resources | Work with complex ideas and justify judgements made through effective use of evidence |
| Organise self effectively, agreeing and setting realistic targets, accessing support where appropriate and managing time to achieve targets | Actively listen and respond appropriately to ideas of others | Discuss and debate with others and make concession to reach agreement | Apply the ethical and legal requirements in both the access and use of information | Interpret and evaluate data to inform and justify arguments | Evidence ability to successfully complete and evaluate a task (or project), revising the plan where necessary |  |
| Work effectively with limited supervision in unfamiliar contexts |  | Give, accept and respond to constructive feedback | Accurately cite and reference information sources | Be aware of issues of selection, accuracy and uncertainty in the collection and analysis of data | Motivate and direct others to enable an effective contribution from all participants |  |
|  |  | Show sensitivity and respect for diverse values and beliefs | Use software and IT technology as appropriate |  |  |  |

1. **Entry Requirements**

The minimum entry qualifications for the programme are:

* Single honours points: 112
* Joint honours points: 112–128 depending on combination

Units: to include two A-levels or equivalent

Subjects:

* A-level: Media Studies not required but must be passed at grade C or above if taken. General Studies / Native Language accepted when one of three A-levels or equivalent
* Plus GCSE: English grade A\*–C (or comparable numeric score under the newly reformed GCSE gradings) required; Maths grade A\*–C (or comparable numeric score under the newly reformed GCSE gradings required for some combinations). Key Skills Level 2/3 may be used in lieu of poor GCSEs, depending on combination.

A minimum IELTS score of 6.5 or equivalent is required for those for whom English is not their first language.

1. **Programme Structure**

This programme is offered in full-time, part-time and sandwich mode, and leads to the award of BA Media and Communication. Entry is normally at level 4 with A-level or equivalent qualifications (See section D). Transfer from a similar programme is possible at level 5 with passes in comparable level 4 modules – but is at the discretion of the Director of Studies. Intake is normally in September.

**E1. Professional and Statutory Regulatory Bodies**

N/A

**E2. Work-based learning, including sandwich programmes**

Work placements are actively encouraged, while it is the responsibility of individual students to source and secure such placements support for finding suitable work experience is given both by the course team and also the faculty’s dedicated placement officer. This opportunity to work within a media organisation allows students to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice.

This degree is also available with a sandwich option. Students selecting this route will be supported by the placements office in finding a suitable work placement.

**E3. Outline Programme Structure**

Each level is made up of four modules each worth 30 credit points. Typically a student must complete 120 credits at each level. All students will be provided with the University regulations and specific additions that are sometimes required for accreditation by outside bodies (e.g. professional or statutory bodies that confer professional accreditation). Full details of each module will be provided in module descriptors and student module guides.

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| **Level 4** (all core) | | | | | |
| **Compulsory modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** |
| How Media Changed the World | MD4001 | 30 | 4 | TB1 & TB2 |
| Media@Work | MD4002 | 30 | 4 | TB1 & TB2 |
| Media Now: Texts, Practices and Events | MD4003 | 30 | 4 | TB1 & TB2 |
| Digital Media Foundations | MD4004 | 30 | 4 | TB1 & TB2 |

Half field students must take How Media Changed the World (MD4001) and Digital Media Foundations (MD4004). Minor Field students take MD4001.

This course permits progression from Level 4 to Level 5 with 90 credits at Level 4 or above. The outstanding 30 credits from Level 4 can be trailed into Level 5 and must be passed before progression to Level 6.

Students exiting the programme at this point who have successfully completed 120 credits are eligible for the award of Certificate of Higher Education in Media & Communication.

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| **Level 5** (at least 60 credits = core) | | | | |
| **Compulsory modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** |
| Cultural Theories of Mass and New Media | MD5001 | 30 | 5 | TB1 & TB2 |
| Multi-Media Production | MD5002 | 30 | 5 | TB1 & TB2 |
| **Option modules** | | | | |
| Identity & Difference | MD5005 | 30 | 5 | TB1 & TB2 |
| Media Industries & Professions | MD5006 | 30 | 5 | TB1 & TB2 |
| Media and Politics | MD5007 | 30 | 5 | TB1 & TB2 |
| Digital Storytelling | MD5008 | 30 | 5 | TB1 &TB2 |
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Minor field students must take MD5001

Half field students must take MD5001 + either MD5002 or any other option

Major field students must take MD5001, M5002 + 1 option

Full field students must take MD5001, M5002 + 2 options

This course permits progression from Level 5 to Level 6 with 90 credits at Level 5 or above. The outstanding 30 credits from Level 5 can be trailed into Level 6 and must be passed before consideration for an award or progression to Level 7 (if appropriate).

Students exiting the programme at this point who have successfully completed 120 credits are eligible for the award of Diploma of Higher Education in Media & Communication.

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| **Level 6** (at least 60 credits = core) | | | | |
| **Compulsory modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** |
| Issues in Media and Cultural Studies | MD6001 | 30 | 6 | TB1 & TB2 |
| Media Research Project\* | MD6002 | 30 | 6 | TB1 & TB2 |
| **Option modules** | | | | |
| @ Work in the Media Industries | MD6004 | 30 | 6 | TB1 & TB2 |
| Special Study Art/Media Management & Production (AMP) | MD6016 | 30 | 6 | TB1 & TB2 |
| Special Studies Multi-platform Political communication | MD6015 | 30 | 6 | TB1& TB2 |
| Special Studies TV Production | MD6017 | 30 | 6 | TB2 |
| Writing TV drama | MD6008 | 30 | 6 | TB1 & TB2 |
| \* Capstone module.  Minor field students must take MD6001  Half field students must take MD6001 + either MD6002 or one option  Major field students must take MD6001, MD6002, and one option  Full field students must take Issues, MD6001, MD6002 + 2 options  Level 6 requires the completion of the compulsory modules and 2 option modules. | | | | |

1. **Principles of Teaching Learning and Assessment**

The Media and Communication programme has been designed to take account of the KU Curriculum Design Principles. It uses a wide range of teaching and learning methods that will enable all students be actively engaged throughout the course. Teaching and learning methods are carefully crafted to suit the content and the learning outcomes of the module.

Progression through the programme is built into the organisation of the curriculum (e.g., Level Six modules demand greater theoretical and analytical sophistication on the part of students and the balance between tutor-directed activity and student-directed study shifts between Levels Four and Six*).*

Level 4 gives students a thorough grounding in historical and contemporary developments in media and culture, and their social, political and economic impacts both in Britain and overseas (*How Media Changed the World*, *Media@Work*). Students are introduced to particular media forms and genres, along with their differing organisation of understandings, meanings and affects (*Media Now, Texts, Practices and Events*), and to relevant conceptual frameworks for the analysis of media and communication (*How Media Changed the World, Media Now: Texts, Practices and Events*). Finally, they are also given an introduction to production practice, and encouraged to relate such practice to the wider world of contemporary media production (*Digital Media Foundations*, *Media@Work*). The level 4 curriculum has been planned to support students in making the transition to higher education learning. Skills required for successful study are built into the seminar activities and assessment tasks for these modules so that students can build their skills and knowledge in an incremental and progressive way.

The personal tutorial scheme is embedded in the module, *How Media Changed the World*.

At Level 5, students build on the theoretical and conceptual understanding developed in their first year on the core module, *Cultural Theories of Mass and New Media*. They also build on their production practice in the core *Multi-Media Production* module. In addition, major and full-field students are offered a range of options both from within and without the Media and Communication field, examining various aspect of media production (*Media Industries*), genre (*Identity & Difference)*, Media and Politics or Digital Storytelling. The *Media Industries & Professions* module has an optional work-based learning element, which thus offers second year students the opportunity to develop and reflect upon their employability skills through a short piece of work-based learning, which they must then write up an reflect critically upon.

At final year all students must take the core module, *Issues in Contemporary Media and Culture*, which focuses on the leading current issues in media and culture. The *Media Research Project* (compulsory for major and full-field students, but optional for minor and half-field students) is a Capstone module which offers students the opportunity to develop a final year project showcasing all the knowledge and understanding they have developed in the three years of their degree. Students must publicly present the work produced in this module at the end of the academic year. Students are able to focus their project around a traditional 10-12,000-word dissertation, around a media product, or around a workplace project produced as part of a company placement (which students are responsible for obtaining). The topic of the project will be negotiated with the Project Supervisor in dialogue with the personal tutor who has a holistic overview of the students KU experience. Special Studies in Media and Communication are also made available as options to half-field, major and full-field students, as well as appropriate modules from cognate disciplines.

A range of assessment methods is used to enable students to demonstrate they have acquired the knowledge and skills demanded of each module. Methods include essays and extended essays, reports, individual and group presentations, blogs, and various forms of media production (e.g., web design). The assessment regime for each module has been designed to provide formative opportunities that allow students to practice and to receive feed forward on their performance in preparation for the summative assessment. Care has also been taken to avoid assessment bunching. Feedback on student progress in these areas takes the form of:

* Feedback on formative assessment to help prepare students for the formal submissions. This may take the form of: written feedback with action points; peer review; verbal feedback following presentations.
* Summative assessments are accompanied with feedback sheets providing commentary on how well the assessment met the marking criterion and offering feed forward through the provision of suggestions regarding areas in which the students might improve their skills and where they might find support in doing so.
* Timetabled sessions with Personal Tutors at various points in the academic year.
* Regular staff office hours

Skills relevant to student employability are developed across a range of modules at all levels. Teamwork skills are developed in the first year by the group project in *Digital Media Foundations* and *Media Now, Texts, Practices and Events*; and at subsequent levels in such modules as *Multimedia Production*. Students are able to develop a sophisticated understanding of relevant (though not necessarily industry-level) software through *Digital Media Foundations, Media Production* and the opportunity to develop a major production project in their final year Capstone module. Assessed and non-assessed presentations in *How Media Changed the World*, *Digital Media Foundations* in their first year, and in modules at subsequent levels help the students to develop their oral communication skills, culminating in the public presentations students must make in their final year Capstone module. Essays and reports – of greater length and sophistication as students progress from level to level – foster the development of students’ written communication skills. The ability to work under time constraints is developed by the use of seen and take home exams on core first and second year modules (*How Media Changed the World and Cultural Theories of Mass and New Media*). Students are also made aware of the industrial landscape of media and culture through *Media@Work* – which focuses on how the media industry works in the UK and pathways into and through the Media landscape, utilising, in part, guest speakers from the industry and alumni as examples – and are offered the opportunity to further develop this knowledge in the *Media Industries* option at Level 5 (which also includes a possible work-based learning element) and the workplace project element of the final year *Media Research Project* module.

The formal curriculum is enriched by regular guest lectures and workshops with media practitioners and professionals which feed into modules at all three levels. In addition, the team run a series of research workshops designed to support and extend students’ own practice in research design, methods and presentation at levels 5 and 6.

1. **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
* Lynda.com – an online platform offering self-paced software tutorials
* A substantial Study Skills 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 Services team who will provide support for students prior to undertaking work placement(s).

1. **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, Level Surveys and the NSS
* Moderation policies
* Feedback from employers

1. **Employability Statement**

Graduates of the BA Media and Communication have gone on to pursue careers within a wide range of sectors. Graduates have secured jobs within a range of media industries, at international and national level (e.g. BBC) as well as in local and regional SMEs. Students who have undertaken work experience, either alongside, or as part of their studies in *@work in the media industries*, often secure posts directly, or through networked contacts, as a result of this professional experience. Each year some of our graduates go on to post-graduate training as part of the GTTR scheme at both Primary and Secondary level. Graduates are also well placed to take up further study both within the disciplines of media and communication and also the applied cognate areas of marketing, promotion and communications.

Students are prepared to make the most of graduate employment opportunities in a number of ways. The curriculum has been designed to build employability skills at each level. In the first year students are introduced to teamwork and build self-awareness about their skills and aptitudes. In the second year, assessments encourage and develop students’ skills of creative thinking and problem solving, while work within Media Production further builds and enhances their skills and experience of team work, negotiation and project design. In the final year, students test out their skills of project design and management, event planning and organisation (in the capstone module, *Media Research Project*). At each stage students are encouraged to identify and reflect on their skills with the support of their personal tutors and to record their achievements in their own personal e-portfolio. Links with industry and professional practitioners are forged through the series of guest talks and presentations and also through the modules *@work in the Media Industries* and the *Media Research Project*. Students benefit from a coordinated range of activities organised by the faculty’s employability coordinator and the Careers and Employability team.

1. **Approved Variants from the Undergraduate Regulations**

Not applicable

1. **Other sources of information that you may wish to consult**

See subject benchmark  for  Communication, Media, Film and Cultural Studies

<http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf?sfvrsn=4fe1f781_12>

Unistats website

<https://unistats.ac.uk/>

Kingston University website

<http://www.kingston.ac.uk/undergraduate-course/media-cultural-studies-2013/>

**Development of Programme Learning Outcomes in Modules**

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

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|  |  |  | **Level 4** | | | | **Level 5** | | | | | | **Level 6** | | | | | | |
|  | **Module Code** |  | MD4001 | MD4002 | MD4003 | MD4004 | MD5001 | MD5002 | MD5005 | MD5006 | MD5007 | MD5008 | MD6001 | MD6002 | MD6004 | MD6016 | MD6015 | MD6017 | Md6008 |
| **Programme Learning Outcomes** | **Knowledge & Understanding** | A1 | S | S | S |  | S |  |  | S | S |  | S | S | S | S | S | s | s |
| A2 | S | S | S |  | S |  | S | S | S |  | S | S |  | S | S | s | s |
| A3 |  |  | S | S | S | S | S |  | S | S | S | S | S | S | S | s | s |
| A4 | S | S | S | S | S | S | S | S |  | S | S | S |  | S | S | s | s |
| A5 |  |  |  | S |  | S |  |  |  | S |  | S |  | S | S | s | s |
| A6 |  |  | S | S |  | S | S |  | S | S | S | S |  | S | S | S | S |
| **Intellectual Skills** | B1 | S | S | S | S | S | S | S | S | S | S | S | S |  | S | S | S | S |
| B2 | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S |
| B3 | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S |
| B4 | S | S | S |  | S |  | S | S | S |  | S | S |  | S | S | S | S |
| B5 | S | S | S |  | S |  | S | S | S |  | S | S |  | S | S | S | S |
| B6 | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S |
| **Practical Skills** | C1 | S | S |  | S | S | S | S | S | S | S | S | S | S |  |  |  |  |
| C2 |  |  |  | S |  | S |  |  |  | S |  | S |  |  |  |  |  |
| C3 | S | S | S |  | S |  |  | S |  | S | S |  | S | S | 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.**

**Technical Annex**

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| **Final Award(s):** | BA (Hons) Media & Communication |
| **Intermediate Award(s):** | Cert HE, DipHE, Ordinary degree |
| **Minimum period of registration:** | 3 years full-time, 4 years sandwich, 6 years part-time |
| **Maximum period of registration:** | 6 years full-time, 8 years sandwich, 12 years part-time |
| **FHEQ Level for the Final Award:** | Honours |
| **QAA Subject Benchmark:** | QAA subject benchmarks for Communication, Media, Film and Cultural Studies |
| **Modes of Delivery:** | Full-time, Part-time and Sandwich |
| **Language of Delivery:** | English |
| **Faculty:** | Kingston School of Art |
| **School:** | Arts, Culture and Communication |
| **Department:** | Journalism, Publishing and Media |
|  |  |
| **UCAS Code:** | P300 |
| **Course/Route Code:** |  |
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