

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA MEDIA COMMUNICATION

PROGRAMME SPECIFICATION 2019/20

This Programme Specification is designed for prospective students, current students, academic staff and potential 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 he/she takes 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 unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Arts		
Course Title	Media Communication		
Course Location and Length	Campus: Farnham	Length: Full-time – 1 year	
Mode of Study	Full-time	✓	Part-time
Period of Validation	2019/20 to 2023/24		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
<p>Entry criteria and requirements²</p> <p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>Other relevant and equivalent UK, European and International qualifications will be considered.</p> <p>For applicants whose first language is not English: Average IELTS score of 6.0 (or equivalent) with a minimum achievement of 5.5 for all components, is required.</p> <p>Applicants who have non-standard qualifications (or who wish work or life experience to be taken into account as part of their application) will be considered on an individual basis, in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Learning policy (APEL).</p>			
Overall methods of assessment ³ -	Written exams:	Practical exams:	Coursework:
Course	0%	4.2%	95.8%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:

¹ Regulated by the Higher Education Funding Council for England

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

Course	22.0%	78.0%	0%
	396 hours	1404 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics Statement			
Framework for Higher Education Qualifications (FHEQ)			

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
FMCN7001 Critical Contexts	7	30	Core	
FMCN7007 The Media in Action	7	30	Elective	Yes
FMCN7008 Digital Storytelling	7	30	Elective	No
FMCN7003 The Business of Media: Processes, Models, Law, Regulation	7	30	Core	
FMCN7004 Contemporary Media Debates	7	30	Core	
FMCN7009 Independent Research Project	7	60	Core	

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

Section B - Course Overview

This media communication course develops your research and analytical skills to undertake in-depth investigation into contemporary media practices. The course will prepare you to work as a media entrepreneur, content producer, media manager or to further develop your academic career. You will examine how traditional models of media production and mass communication have broken down and are challenged by this complex and fast evolving internet-enabled, hyper-connected, digital media world.

It is an exciting time to consider the future needs of the media. You will do this by examining the role of the media in society, consider a range of business models, examine the methods of production and explore the place of storytelling in both culture and in relation to the emerging technological landscape. Through the examination of historical perspectives and contemporary realities and using media theories to inform and provide a framework for academic debate, you will consider the global implication of technological advancement. For those who wish to, there is the option to develop practical media skills, which will inform your critical understanding and approaches to the media.

There is a strong industry focus on the course. Through your own research and through n facilitated visits to a selection of media industries, you will develop your knowledge and understanding of a range of media business models and consider the economics of the media, in particular the revenue models of online media. For those considering careers in the media industry, media law and regulations are examined in detail, including international developments in internet law, internet governance and intellectual property rights.

In contemporary debates, you will consider a range of issues such as user generated content, or citizen journalism and politics. Your final unit is an independent research project of your choosing, which will develop your personal career aspirations and help you work towards your goal.

You will develop crucial transferable skills in research, writing, self-directed learning and project management.

Section C - Course Aims

This course aims to:

- A1 Introduce and develop core research, communication, self-directed learning, project management, decision-making and problem-solving skills
- A2 Develop a systematic understanding of international contemporary issues and debates in the media and mass communication fields
- A3 Develop a thorough understanding of the legal and regulatory environment, intellectual property rights and business models, affecting the media
- A4 Develop a thorough understanding of the complex historical and international perspectives in media development
- A5 Develop skills to analyse and synthesise advanced knowledge, understanding and skills in the media and communication subject areas

A6	Support original, critical and reflective thinking, with reference to the media landscape of emerging digital technologies
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Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge

LO1 Demonstrate core research, communication, self-directed learning, project management, complex decision-making and problem-solving skills in relation to the media and media communication

Understanding

LO2 Demonstrate a systematic understanding of international contemporary issues and debates in the media and mass communication fields

LO3 Demonstrate a thorough understanding of the legal and regulatory environment, intellectual property rights and business models, affecting the media

LO4 Demonstrate a thorough understanding of the complexity of historical and international perspectives in media development

Application

LO5 Demonstrate a sophisticated understanding of analysis and synthesis of knowledge, understanding and skills in the media and communication subject areas

LO6 Demonstrate original, critical and reflective thinking, with reference to the changing media landscape of digital technologies, the internet and social networking.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

Students on MA Media Communication will learn in a lively postgraduate environment alongside digital media producers, animators, filmmakers, and games designers amongst others, in a University that is dedicated to the Creative Arts.

The course offers a blend of theoretical enquiry with an option, in the first semester to develop practical digital skills or alternatively to undertake research into and visit a series of UK media organisations. This unique real-world experience will support and inform student's theoretical and conceptual understanding of the development in and future needs of, the media industry.

The course engages students in learning through a variety of teaching methods: lectures, reading groups, seminars, tutorials and industry visits. Students are encouraged to be active learners through the leading of reading groups and giving presentations on their research findings.

In their project work, students are supported in their studies through guided learning and

independent study.

Assessment Strategy

The assessment strategy for the course uses a range of methods these include: case studies, reports, presentations and essays.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives