

PROGRAMME SPECIFICATION – POSTGRADUATE PROGRAMMES

KEY FACTS

Programme name	Media and Communications
Award	MA
School	School of Communication & Creativity
Department or equivalent	Media, Culture & Creative Industries
Programme code	PSMECO
Type of study	Full Time Part Time
Total UK credits	180
Total ECTS	90

PROGRAMME SUMMARY

This interdisciplinary and innovative course is well suited to individuals who wish to extend, deepen, update and sharpen their knowledge and understand current developments in media and communications, and to undertake an extended piece of original research. In addition to the above you will choose through elective modules to explore some areas further but from a different perspective to broaden your expertise and skills. Therefore, through the range of electives available you will also gain a general knowledge of media and communication studies within the context of globalisation; the work of international organisations and non-governmental organisations in development communication; political communication; media representation; media audiences; communications policy; and trans-national media systems.

The MA will provide an opportunity to explore an aspect of theory or practice in depth through the literature and/or empirical evidence and make recommendations to improve and develop this theory or practice. It will also provide you with the confidence to undertake further studies related to your academic practice and support you disseminating this work.

The part time route of academic study is intended to provide those of you who have pressing family or work commitments, with more time to reach the required level of study. The content of the course is the same as the full-time route. The duration is different and you deliver your dissertations in December not September.

Part-time study occurs over two years. You receive support through the personal tutor and seminar system. Guided reading and study skills help is provided. You are encouraged to participate fully in the staff seminar and public lecture programme and, of course, in Departmental and School Social Events.

Aims

The Programme aims to:

- 1) Provide you with wide-ranging and in-depth knowledge of contemporary issues in media and communications.
- 2) Provide you with the opportunity to extend your knowledge and understanding in areas of special interest related to media and communications. Our internationally renowned staff cover a wide range of research areas and scholarly interests including globalisation, transnationalism, media organisation, media policy, news,

media content, information society, audience analysis, propaganda, and internet studies.

- 3) Develop your transferable employment skills through group work, presentations and the use of computing technologies.
- 4) Enable you to develop a capacity to undertake independent research.

Postgraduate Certificate

Following successful completion of the Postgraduate Certificate in Media and Communications you will be able to examine the theories related to all aspects of media and communications and apply these to your discipline specific context as well as to analyse the differences between contexts. You will possess sufficient knowledge of the social and political context of communications sociology, of methodological approaches to researching the field, and advanced level discussion and debate of current media and communications debates. You will have the ability to synthesize and apply that knowledge to contemporary debates on media and communications research and policy. You will be able to design media and communications activities that are engaging, challenging, relevant and draw on the use of technology where appropriate to enhancing learning. You will gather appropriate information to answer questions pertaining to media and communications policy and research and will be capable of accurate exposition and critical analysis of research findings and complex texts in a variety of different contexts. The assessments you undertake to achieve this qualification will focus on activities that you need to undertake as part of your role and will support you in developing your practical abilities. The postgraduate certificate will enable you to gain confidence in your role and skills.

Postgraduate Diploma

Following successful completion of the Postgraduate Diploma in Media and Communications in addition to the above you will gain a more advanced knowledge and in-depth understanding of these subject areas, from a variety of different perspectives and in order for you to broaden your expertise and skills. You will have developed a sophisticated appreciation of current issues in media and communications together with the ability to evaluate a range of different approaches to them. You will also be able to evaluate critically complex arguments and their factual support, assess the value and relevance of the ideas of others and make reasoned judgements. You will have developed the ability to challenge received explanation of topics and controversies in media and communication studies. You will have the capacity to analyse and evaluate the approaches used by communication scholars to investigate contemporary media and communication trends, to construct clear arguments and present policy recommendations where appropriate and to understand and evaluate empirical research findings in media and communication studies.

MA

Following successful completion of the MA Media and Communications you will have the ability to plan and evaluate all aspects of media and communication studies and apply these to your discipline specific context. You will have demonstrated the capacity to undertake and present a piece of original, independent research in media and communication studies (dissertation).

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you will be expected to be able to:

Knowledge and understanding:

- Develop original work demonstrating knowledge and understanding of theoretical frameworks and substantive literature necessary for a thorough understanding of a range of current developments in media and communication studies.
- Demonstrate knowledge of the methodological procedures used to study a wide range of practical and substantive issues in your coursework and class contributions.
- Apply a variety of theoretical approaches and conceptual terms in analysis of key issues in media and communications in your coursework and class contributions.
- Design and manage a research project that is theoretically informed and substantively applied.

Skills:

- Construct complex evaluations, critically comparing and evaluating a range of theoretical perspectives and advanced research evidence in international communication and development
- Organise information to answer questions pertaining to media and communications in different contexts.
- Evaluate and apply analytical frameworks to their own research and professional practice.
- Produce clearly written communication.
- Develop and coordinate independent and original research in media and communication studies.
- Plan and evaluate an intervention in media and communication policy and/or practice.
- Study independently.
- Think and plan strategically.
- Have the capacity to assess the value and relevance of the ideas of others.
- Develop, organise and manage an independent research project.

Values and attitudes:

- Demonstrate consideration for the socio-political, cultural and policy implications of international communication and development studies in your coursework and class contributions. Respect your peers, value their work and be conscious of the need to avoid plagiarism.
- Demonstrate consideration for the rules and regulations of City in your coursework, class conduct and contributions.

HOW WILL I LEARN?

The educational aims are achieved through a combination of lectures, interactive sessions, practical workshops and small group classes supported by a personal tutorial system. You are encouraged to undertake extensive reading in order to understand the topics covered in lectures and classes and to broaden and deepen your knowledge of the subject. In the course of self-directed hours you are expected to read from the set module

bibliography, prepare your class participation, collect and organize source material for your coursework, to plan and write your coursework.

The Department also runs a personal tutorial system which provides support for teaching and learning and any problems can be identified and dealt with early.

During the second term the Department offers a Dissertation Workshop to guide you on your dissertation outline. The Department also holds a Dissertation Residential Weekend at the end of the second term, in which you have the opportunity to present and discuss your dissertation outline with fellow students and staff.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Assessment of the programme is via the submission of an essay for each 15 credit module and two assignments for each 30 credit module, and a dissertation. Some of the elective modules offered by other programmes have different assessment criteria.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade- Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

Feedback will be provided in line with our Assessment and Feedback Policy. In particular, you will normally be provided with feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. For end of module examinations or an equivalent significant task (e.g. an end of module project), feedback will normally be provided within four weeks. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at:

https://www.city.ac.uk/_data/assets/pdf_file/0009/452565/Assessment-and-Feedback-Policy...pdf

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits.

The Pass mark for each module is 50%.

If you fail an assessment component or a module, the following will apply:

1. Compensation: where you fail up to a total of 20 credits at first or resit attempt (15 for a Postgraduate Certificate), you may be allowed compensation if:
 - Compensation is permitted for the module involved (see the What will I Study section of the programme specification), and
 - It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
 - A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
 - An aggregate mark of 50% has been achieved overall.

Where you are eligible for compensation at the first attempt, this will be applied in the first instance rather than offering a resit opportunity.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original module mark shall be used for the purpose of your Award calculation.

2. Resit: where you are not eligible for compensation at the first attempt, you will be offered one resit attempt.

If you are successful in the resit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a resit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the components that you passed at first attempt.

If you do not meet the pass the requirements for a module and do not complete your resit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the Programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:

http://www.city.ac.uk/_data/assets/word_doc/0003/69249/s19.doc

WHAT AWARD CAN I GET?

Master's Degree:

	HE Level	Credits	Weighting (%)	Class	% required
Dissertation	7	60	33	With Distinction	70
Taught	7	120	67	With Merit	60
				Without classification	50

Postgraduate Diploma:

	HE Level	Credits	Weighting (%)
Taught	7	120	100

Class **% required**

With Distinction	70
With Merit	60
Without classification	50

Postgraduate Certificate:

	HE Level	Credits	Weighting (%)
Taught	7	60	100

Class **% required**

With Distinction	70
With Merit	60
Without classification	50

WHAT WILL I STUDY?*

Taught component

The programme is studied over one year full time or 24 months part-time and is based in City throughout that time. Core modules are compulsory. You will take 2 x 30 and 1x15 credit core modules, 1 x 15 credit core-elective and either 1 x 30 credit or 2 x 15 credit elective modules from the range of electives listed below.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Media and Communication Theories	SGM307	30	C	N	7
Democratisation and Networked Communication	SGM311	30	E	N	7
Crime, News and Media Justice	SGM306	15	E	Y	7
Global Media Industries	SGM308	30	C	N	7
Communication, Culture and Development	SGM312	30	E	N	7
Celebrity	SGM314	15	E	Y	7
Digital Data Politics	SGM315	15	E	Y	7
Ethics and Social Responsibility in the Cultural Industries	AMM427	15	E	Y	7
Digital Cultures	AMM421	15	E	Y	7
Criminal Minds	SGM304	15	E	Y	7

Research Design, Methods and Methodology	SAM001	15	C	N	7
Rationale and Philosophical Foundations of Social Research	SAM002	15	CE	Y	7
Introduction to Quantitative Inference	SAM003	15	CE	Y	7
Qualitative Research Methods	SAM004	15	CE	Y	7
Applied Qualitative Methods	SAM005	15	CE	Y	7
Survey Research Methods	SAM008	15	CE	Y	7
Multivariate Data Analysis	SAM009	15	CE	Y	7
Statistical Modelling	SAM011	15	CE	Y	7
Fundraising for the Cultural Sector	AMM419	15	E	Y	7
Creative Cities	AMM445	15	E	Y	7

Dissertation component

You must complete a 60 credit dissertation in order to be awarded the Master's qualification.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Dissertation	SAM010	60	C	N	7

**Please note that this is an indicative list. These modules are subject to change depending on staff availability, student demand and some are offered on a biennial basis. There is no guarantee that every elective module listed above will run.*

TO WHAT KIND OF CAREER MIGHT I GO ON?

Sociology graduates have very promising career prospects. The 2013/14 Destination Survey commissioned by the Higher Education Statistics Agency showed that over 86% of our alumni were in employment. Employed across a range of sectors, our graduates go predominately into in managerial and/or professional roles. If you would like more information on the Careers support available at City, please go to:

<http://www.city.ac.uk/careers/for-students-and-recent-graduates>.

HOW DO I ENTER THE PROGRAMME?

You should have a first or second class honours degree in any subject but applications are also welcome from those with experience in the media, information or the

communication sectors. An equivalent qualification from an overseas university will be considered.

ENGLISH LANGUAGE REQUIREMENT

For students whose first language is not English, the following qualifications will meet the English language requirement for entry to a postgraduate course of study:

- A first degree from a UK university or from the CNA.
- A first degree from an overseas institution recognised by City as providing adequate evidence of proficiency in the English language, for example, from institutions in Australia or the USA.
- GCE O-level/GCSE English language or English literature, grade C minimum.
- Cambridge ESOL CPE (Certificate of Proficiency in English) at grade C or above.
- An English Language Testing System (IELTS) score of 7 in writing and a minimum of 6.5 for each of the other subtests.
- Satisfactory standard in the verbal section of the Princeton Test (GMAT).
- US SAT with 500 in verbal performance.
- Warwick English Language Test (WELT) with pass grades of BBC minimum.
- Other evidence of proficiency in the English language which satisfies the board of studies concerned.

OVERSEAS QUALIFICATIONS

Equivalent qualifications from an overseas university will be considered.

IT SKILLS

All students are expected to be computer literate.

EQUAL OPPORTUNITIES

The Programme is committed to equal opportunities. The admissions decision will rest on the qualifications, needs and aspirations of the applicant.

RPL/RPEL Requirements

RPL/RPEL: You may apply for RPL/RPEL for a minimum of one module and a maximum of 25% of the overall credits for the programme (taught modules only).

Exemptions are not awarded for programmes/qualifications that were awarded five years ago or longer, prior to the enrolment date for the intended programme of study at City. Programmes/qualifications which were awarded over five years ago may be considered towards RPL/RPEL requests if you can provide supporting evidence which gives an account of ways in which learning achieved through the programme/qualification has been applied actively and updated within the past five years.

Former students of City who have been withdrawn from a programme due to academic failure are not normally permitted to RPL/RPEL any awarded credits back onto the same programme within the School.

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