

## PROGRAMME SPECIFICATION – UNDERGRADUATE PROGRAMMES

### KEY FACTS

Programme name	Media, Communication and Sociology
Award	BSc (Hons)
School	School of Communication & Creativity
Department or equivalent	Department of Media, Culture & Creative Industries
UCAS Code	PL33
Programme code	UJMCSO
Type of study	Full Time
Total UK credits	360
Total ECTS	180

### PROGRAMME SUMMARY

The BSc Media, Communication and Sociology aims:

- To help you understand the character of media, communication and sociology as disciplines that are both theoretically informed and evidence based.
- To develop in you a critical awareness of a variety of perspectives and their relevance to other areas of study.
- To make you aware of a broad range of theoretical perspectives informing media, communication and sociological investigation and be able to use these where appropriate to construct arguments.
- To allow you to collect and analyse a range of data through their own research.
- To enable you to demonstrate an ability to comprehend, interpret and apply a range of materials, including original texts, archive material, data sets, interview materials, to produce coherent, well- structured written work.
- To introduce you to some of the frontiers of contemporary media, communication and sociology.
- To allow you to appreciate the complex interplay between local and global forces and their relationship to social processes, with particular reference to life in the 21st century metropolis which is London.
- To enable you to understand the importance of media/communication to contemporary social relations
- To allow you to acquire the disciplinary and transferable skills, knowledge, study habits and independence of thought required of graduates in this area.
- To enable you to develop high-level reflexive capabilities with regard to their own experiences, social milieu and academic resources.
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#### **Certificate / Part One**

Following successful completion of part one or the Certificate in Media, Communication and Sociology, you will be able to discuss underlying concepts and principles associated with Media, Communication and Sociology and interpret these within the context of your practice.

You will have demonstrated:

- a good general knowledge and understanding of the well-established principles, issues, concepts and theories in Media, Communication and Sociology.
- the ability to relate underlying concepts and principles to a variety of contexts.
- an understanding of the limits of your knowledge.

Typically you will be able to:

- use a limited range of techniques to undertake critical analysis of information.
- communicate information using key methodological techniques of the discipline
- have the basic preparation to undertake further training to develop your methodological and subject-specific understanding.

You will have:

The confidence and transferable skills to prepare yourself for employment requiring the exercise of personal responsibility and decision-making.

### **Diploma / Part Two**

When you have successfully completed of part two *or* the Diploma in Media, Communication and Sociology you will have built on your previous knowledge and experience. You will have developed skills of enquiry in your subject and different approaches to problem-solving, you will also be able to identify the limitations of your knowledge.

You will have demonstrated:

- knowledge and critical understanding of the well-established principles of Media, Communication and Sociology, and of the way in which those principles have developed
- the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context
- knowledge of the main methods of enquiry in Media, Communication and Sociology and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study
- an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

Typically, you will be able to:

- use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis
- effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively
- undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

You will have:

- the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making

### **Degree / Part 3**

Following successful completion of part three or the degree you will have a coherent, systematic and detailed knowledge of your discipline. You will be able to develop techniques for practice drawing on research and scholarship demonstrating your role as a reflective practitioner.

Bachelor's Degrees with honours are awarded to students who have demonstrated:

- a systematic understanding of key aspects of Media, Communication and Sociology, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of the discipline
- an ability to deploy accurately established techniques of analysis and enquiry within a discipline
- conceptual understanding that enables you:
  - to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the discipline
  - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline
- an appreciation of the uncertainty, ambiguity and limits of knowledge
- the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).

Typically, holders of the qualification will be able to:

- apply the methods and techniques that you have learned to review, consolidate, extend and apply knowledge and understanding, and to initiate and carry out projects
- critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution – or identify a range of solutions - to a problem
- communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

And holders will have:

- the qualities and transferable skills necessary for employment requiring:
- the exercise of initiative and personal responsibility
- decision-making in complex and unpredictable contexts
- the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

## **WHAT WILL I BE EXPECTED TO ACHIEVE?**

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

### Knowledge and understanding:

- critically analyse particular media forms and genres, and the way in which they create understandings, meanings and affects among media users
- evaluate how media and communication emerge from, and connect with, their social contexts

- critically analyse and evaluate the narratives and types of representation at work in media and communication
- develop a critical appreciation for the ways in which specific media and their technologies make possible different kinds of aesthetic effects
- critically analyse and evaluate the different ways in which global social relationships, including global media and communication systems affect, and are affected by, local and global cultural differences and patterns of social inequality
- critically analyse and evaluate changes in the ways in which patterns of social inequality and social diversity such as, ethnicity, gender and class, cut across and inter-relate with each other in different ways in different social situations

Skills:

- make informed and reasoned arguments about how communication and media have emerged historically and produced social, cultural and technological change
- examine forms of communication and media critically with appropriate reference to the diversity of contemporary society
- analyse closely, interpret and show the exercise of critical judgment in the understanding and, as appropriate, evaluation of these forms of Media, Communication and Sociology
- develop substantive and detailed knowledge and understanding in one or more designated areas of Media, Communication and Sociology
- consider and evaluate their own creative and academic work in a reflective manner, with reference to academic and/or professional issues, debates and conventions
- appreciate current issues in social life and evaluate a range of different approaches to them
- challenge received explanations of topics and controversies in social life
- gather, retrieve and synthesise information from a number of different sources in order to understand the complexities of issues in social life
- analyse and interpret critically different kinds of research evidence

Values and attitudes:

- respect and acknowledge the work of others
- acknowledge and value diversity of opinion and ideas
- demonstrate self-motivation, commitment and initiative
- demonstrate curiosity, an enquiring attitude and willingness to explore the applications of your learning in professional contexts
- develop the capacity to identify and question your own assumptions.

This programme has been developed in accordance with the QAA Subject Benchmark for Communication, Media, Film and Cultural Studies, as well as the QAA Subject Benchmark for Sociology.

**HOW WILL I LEARN?**

The educational aims are achieved through a combination of lectures, interactive sessions, practical workshops, technical workshops, group/individual tutorials and small group classes, supported by a personal tutorial system. Lectures are used to provide commentary and explanation of key content areas. Small group classes are

used to develop understanding by inviting you to raise questions and participate in the debate and by providing guidance for further study. Technical and practical workshops allow you to learn e.g. software applications and apply them to produce your own creative work. Group/individual tutorials allow you to receive formative feedback on your projects and ideas. You are encouraged to undertake extensive reading and independent study in order to understand the topics covered in lectures and classes and to broaden and deepen your knowledge of the subject. For the third year project, you will receive supervision and the Sociology Dissertation module provides them with the opportunity to develop research methods and writing skills.

## **WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

### Assessment and Assessment Criteria

Assessment takes the form of coursework (assessed essays and assignments) and (on the Sociology side of the degree) unseen examinations. Furthermore, on the Media and Communication side of the degree there is the opportunity to do assessments such as digital portfolios (i.e. multimedia blogs), creative portfolios (such as adverts), presentations and reflective essays (which critically justify aesthetic and strategic choices made in creative projects). There is also a final year project, for which you develop your own research question in tandem with a supervisor.

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. You also need to pass each Part of your Programme in order to progress to the following Part.

The Pass mark for each module is 40%.

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

1. Compensation: where you fail up to 30 credits or one sixth of the total credits within a Programme Stage, whichever is greater, 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 Stage, 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 40% has been achieved for the Programme Stage, and
  - The total volume of credits compensated over the entire degree does not exceed 45 credits.

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 will be used for the purpose of your Award calculation.

2. Resit: you will normally be offered one resit attempt. However, if you did not participate in the first assessment and have no extenuating circumstances, you may not be offered a resit.

If you are successful in the resit, you shall be awarded the credit for that module. The mark used for the purpose of calculation towards your Award shall be calculated from the original marks for the component(s) that you passed at first attempt and the minimum pass mark for the component(s) for which you took a resit.

If you do not satisfy your resit by the date specified you will not progress to the next Part and the Assessment Board shall require that you withdraw from the Programme.

If you fail to meet the requirements for a particular Part, but satisfy the requirements for the previous Part, then a lower qualification may be awarded as per the table below. If you fail to meet the requirements for a particular Part and are not eligible for the award of a lower level qualification, the Assessment Board shall require that you withdraw from the Programme.

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](http://www.city.ac.uk/data/assets/word_doc/0003/69249/s19.doc)

## WHAT AWARD CAN I GET?

### Bachelor's Degree with Honours:

Part	HE Level	Credits	Weighting (%)
1	4	120	10
2	5	120	30
3	6	120	60

Class	% required
I	70
II upper division	60
II lower division	50
III	40

### Ordinary Degree:

Part	HE Level	Credits	Weighting (%)
1	4	120	10
2	5	120	30
3	6	60	60

Class	% required
With Distinction	70
With Merit	60
With Pass	40

### Diploma of Higher Education:

Part	HE Level	Credits	Weighting (%)
1	4	120	35
2	5	120	65

Class	% required
With Distinction	70
With Merit	60
With Pass	40

### Certificate of Higher Education:

Part	HE Level	Credits	Weighting (%)
1	4	120	100

Class	% required
With Distinction	70
With Merit	60
With Pass	40

## WHAT WILL I STUDY?\*

### Part 1

To pass Part 1 you must have acquired 120 Level 4 credits. To progress from Part 1 to Part 2, Part 1 requirements must have been satisfied.

Following successful completion of part one *or* the Certificate in Media, Communication and Sociology, you will be able to discuss underlying concepts and principles associated with Media, Communication and Sociology and interpret these using appropriate methods. You will have some experience of using both qualitative and quantitative analysis for social research.

The first year is highly structured to provide you with a firm foundation in the core aspects of Media, Communication and Sociology. You study eight 15-credit core modules. You can also take a language module as a non-credit bearing module.

Module Title	SITS Code	Module Credits	Core/ Elective	Can be compensated?	Level
Working with Words	EN1012	15	C	Y	4
Understanding Media and Communication	MC1001	15	C	Y	4
Researching Media and Communication	MC1002	15	C	Y	4
Creativity and Social Justice	MC1003	15	C	Y	4
Learning from Social Data	SG1021	15	C	Y	4
Data and the Social World	SG1022	15	C	Y	4
Thinking Sociologically	SG1025	15	C	Y	4
Social (Justice) Research: Qualitative Approaches	SG1027	15	C	Y	4

## Part 2

To pass Part 2, you must have acquired 120 credits as specified in Part 2 of the Programme Scheme. To progress from Part 2 to Part 3, Part 2 requirements must have been satisfied.

When you have successfully completed of part two *or* the Diploma in Media, Communication and Sociology you will have built on your previous knowledge and experience. You will have developed skills of enquiry in media, communication and sociology and different approaches to problem-solving using quantitative methods. You will also be able to identify the limitations of your knowledge.

You must take six 15-credit core modules. You must choose one methods module (15 credits) and one remaining sociology module (15 credits)

Core modules cannot be compensated, as these are considered the essential building blocks for your degree. Elective modules provide you with options to study additional topics that interest you and can be compensated.

Module Title	SITS Code	Module Credits	Core / Elective	Can be compensated?	Level
Digital Changes and Challenges	SG2016	15	C	N	5
News and Society	SG2051	15	C	N	5
Understanding Social Change	SG2021	15	C	N	5
Public Relations	MC2001	15	C	N	5
Advertising and Consumer Culture	MC2002	15	C	N	5
Media Economics and Regulation	MC2003	15	C	N	5
Sociology of Race and Racism	SG2030	15	CE (S)	Y	5
Gender and Society	SG2031	15	CE (S)	Y	5



Quantitative Analysis of Social Research Data	SG2045	15	CE (M)	Y	5
Qualitative Analysis of Social Research Data	SG2056	15	CE (M)	Y	5

### Part 3

The third year provides greater flexibility for you to choose modules on the basis of your own strengths and interests. Furthermore modules are offered in the areas in which staff are expert and so will be driven by research interests. Modules in Year 3 involve advanced level study which presupposes and builds on knowledge acquired in the second year. Because these are taught in staff members' expertise these are subject to some variation year-on-year in line with available staff expertise.

Following successful completion of part three *or* the degree you will have a coherent, systematic and detailed knowledge of media, communication and sociology. You will be able to design and develop techniques of either quantitative or qualitative analysis appropriate to a range of topics within the discipline and draw on existing research and scholarship to demonstrate your role as a reflective practitioner.

You must take the 45 credit Sociology Project module and choose 45 credits from media and communication Core Electives and up to a further 30 credits from elective modules some of which will require pre-requisites.

Core modules cannot be compensated, as these are considered the essential building blocks for your degree. Elective modules provide you with options to study additional topics that interest you and can be compensated. Core Elective modules focus on core issues within your degree programme, but allow you some choice about which of these issues to focus on. These modules can be compensated.

Module Title	SITS Code	Module Credits	Core / Elective	Can be compensated?	Level
Sociology Project	SG3068	45	C	N	6
Global Media and Sport	SG3057	15	E	Y	6
Celebrity & Society	SG3070	15	E	Y	6
Digital Cultures and Everyday Life	SG3084	15	E	Y	6
Stardom and Influencer Culture	MC3001	15	CE	Y	6
Social Media Marketing	MC3002	15	CE	Y	6
Creative Advertising	MC3003	15	CE	Y	6
Global Migration Processes	SG3041	15	E	Y	6
Work and Workers	SG3062	15	E	Y	6
Emotions, Identity and Relationships	SG3066	15	E	Y	6

Multivariate Analysis	SG3071	15	E	Y	6
Education, Skills and the Job Market	SG3073	15	E	Y	6
Poverty: What counts?	SG3074	15	E	Y	6
Crime, Culture and the City	SG3076	15	E	Y	6
Culture, Racisms and Resistance	MC3004	15	CE	Y	6
Criminal Justice in Crisis	SG3082	15	E	Y	6
Sport, the Body and Deviance	SG3083	15	E	Y	6
Publishing in the Digital Age	EN3006	15	E	Y	6
Women and Writing	EN3010	15	E	Y	6
Micro-Placements	CO3000	15	E	Y	6
Industry Projects	CO3100	15	E	Y	6
Freelancing and Entrepreneurship in CCI	CO3400	15	E	Y	6

*\*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?**

This course will enable you to develop the methodological expertise to analyse social data, as well as the analytical capability to identify and engage with social policy debates. You will develop specific skills relevant to a variety of professions, as well as critical thinking, which is prized in graduate employment.

As well as successfully pursuing postgraduate careers in media and related research fields, they pursue professional journalism training and careers in publishing, advertising, public relations, marketing and arts administration and policy.

There are also an increasing number of employment opportunities in the rapidly expanding new cultural and creative industries sector of the economy.

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>.

#### **WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?**

As an Undergraduate student you can undertake a period of study abroad whilst completing the programme. This is possible through the SASS Exchange Programme, a year of study at one of our European and/or international partner universities via a sandwich year, which is undertaken between completing Programme Stage 2 and entering Programme Stage 3, extending the degree to four years.

The resulting degree title awarded would be: BSc Media, Communication and Sociology with Study Abroad.

Participation in the SASS Exchange Programme is through an application process. You are encouraged to investigate the opportunities available to you within your Department in your first year at City.

Information and support for this programme is provided by the SASS Exchanges Team ([SASS.Exchanges@city.ac.uk](mailto:SASS.Exchanges@city.ac.uk)).

### **WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?**

As an Undergraduate student you can undertake a one year work placement whilst completing the programme. This is possible through joining the Integrated Professional Training Programme, which is a sandwich year that is taken between completing Programme Stage 2 and entering Programme Stage 3, extending the degree to four years.

The resulting degree title awarded would be: BSc Media, Communication and Sociology with Integrated Professional Training.

In identifying relevant placement opportunities you should consider your long-term plans for employment; whether the work placement proposed is relevant to final year modules; whether it might provide experience on which a project could be based.

Information and support for this programme is provided by the SASS Placements Team ([SASS.Placements@city.ac.uk](mailto:SASS.Placements@city.ac.uk)).

- 1) You should discuss your plans with the relevant Department Placement Officer at the earliest opportunity, preferably during the autumn term of their second year.
- 2) The work placement must extend over a minimum of 9 months and a maximum of 12 months (including holidays allowed by the employing body). The Placement should normally run between the 1st September and the 31st August in the following year.
- 3) The placement must be approved by City as providing suitable supervision and training.
- 4) Participant students are required to pay an administrative charge to cover the School's costs associated with the work placement. This will be in the form of a reduced tuition fee for the placement year, which will cover continued enrolment with City and access to all of its facilities.

### **HOW DO I ENTER THE PROGRAMME?**

Entry Requirements  
A-level grades ABB  
A/AS-level: 320 UCAS tariff points  
IB: 32

GCSE: grade C or equivalent in English language and Maths or Statistics

Alternative entry requirements

National Diploma DDM

International Baccalaureate 32 points

European Baccalaureate 75%

Scottish BBBB

Irish BBBB

French 12.5/20

German 2.2

Italian 85%

English Language Requirements

Grade C in GCSE (or International

GCSE) Cambridge ESOL CPE grade C

or above

### **APL/AP(E)L Requirements**

AP(E)L: Students may apply for AP(E)L for a minimum of one module and a maximum of 120 credits (direct entry to Year 2). Students who wish to gain direct entry onto Year 2 of the degree must be able to demonstrate that they have passed Year 1 of an equivalent programme at another institution. The weighting of the degree classification will be 1:2 for Parts 2 and 3.

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