

## PROGRAMME SPECIFICATION – UNDERGRADUATE PROGRAMMES

### KEY FACTS

Programme name	Media, Communication and Sociology with Quantitative Methods
Award	BSc (Hons)
School	School of Communication & Creativity
Department or equivalent	Department of Media, Culture & Creative Industries
UCAS Code	L300*
Programme code	UJMCSQ
Type of study	Full Time
Total UK credits	360
Total ECTS	180

### PROGRAMME SUMMARY

The BSc Media, Communication and Sociology with Quantitative Methods aims:

- 1) To help you understand the character of media, communication and sociology as disciplines that are both theoretically informed and evidence based.
- 2) To develop in you a critical awareness of a variety of sociological perspectives and their relevance to other areas of study.
- 3) To make you aware of a broad range of theoretical perspectives informing media, communication and sociological investigation and media/communications studies and be able to use these where appropriate to construct arguments.
- 4) To allow you to collect and analyse a range of sociological and media data through your own research.
- 5) 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.
- 6) To introduce you to some of the frontiers of contemporary sociology and media studies, especially those taught and researched at City University.
- 7) To allow you to appreciate the complex interplay between local and global forces and their relationship to social processes the media and culture, with particular reference to life in the 21st century metropolis which is London.
- 8) To enable you to understand the importance of media/communications to contemporary social relations
- 9) To allow you to acquire the disciplinary and transferable skills, knowledge, study habits and independence of thought required of graduates in this area.
- 10) To enable you to develop high-level reflexive capabilities with regard to your own experiences, social milieu and academic resources.
- 11) To enable you to develop high-level reflexive capabilities with regard to your own experiences, social milieu and academic resources.
- 12) To support you in developing higher level quantitative data management and analytic research skills.

13) To offer you the opportunity of working with quantitative research data in a research environment external to the University via a Placement.

### **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, data labs, 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. Data labs are used extensively to develop your hands-on research experience.

You will be 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. In the Second Year you will undertake an assessed placement at a partner organisation (for example, NatCen). 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. You will be required to produce a dissertation that employs quantitative methods.

## **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 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](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.

Weighting for the degree is as follows: Part 1 is weighted at 10%, Part 2 at 30% and Part 3 at 60% (further details in the section below)

The Pass mark for each module is 40%. Further information on any minimum pass marks for particular components within a module will be found in the module specifications for that module.

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 (%)
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Class	% required
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1	4	120	35	With Distinction	70
2	5	120	65	With Merit	60
				With Pass	40
<u>Certificate of Higher Education:</u>					
<b>Part</b>	<b>HE Level</b>	<b>Credits</b>	<b>Weighting (%)</b>	<b>Class</b>	<b>% required</b>
1	4	120	100	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, including quantitative methods. You will have some experience of using 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 study a non-credit bearing language module.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	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 with Quantitative Methods 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 eight 15-credit core modules, three of them are for the with QM pathway.

Core modules cannot be compensated, as these are considered the essential building blocks for your degree.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Digital Changes and Challenges	SG2016	15	C	N	5
Quantitative Analysis of Social Research Data	SG2045	15	C	N	5
Quantitative Data Placement	SG2046	15	C	N	5
Visualising Society	SG2047	15	C	N	5
News and Society	SG2051	15	C	N	5
Understanding Social Change	SG2021	15	C	N	5
Media Economics and Regulation	MC2003	15	C	N	5
Advertising and Consumer Culture	MC2002	15	C	N	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.

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 quantitative 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 must use quantitative methods in completing this dissertation. You must also take at least one (15 credits) QM core-elective (you may take 30 credits if you wish). You must also take 15 credits

from Media and Communication Core Electives (45 if you wish) and up to a further 45 credits from Sociology 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.

<b>Module Title</b>	<b>SITS Code</b>	<b>Module Credits</b>	<b>Core/ Elective</b>	<b>Compensation Yes/No</b>	<b>Level</b>
Sociology Project	SG3068	45	C	N	6
Global Media and Sport	SG3057	15	E	Y	6
Celebrity & Society	SG3070	15	E	Y	6
Stardom and Influencer Culture	MC3001	15	CE (MC)	Y	6
Social Media Marketing	MC3002	15	CE (MC)	Y	6
Creative Advertising	MC3003	15	CE (MC)	Y	6
Digital Cultures and Everyday Life	SG3084	15	E	Y	6
Applied Multivariate Data Analysis	SG3071	15	CE (QM)	Y	6
Poverty: What Counts?	SG3074	15	CE (QM)	Y	6
Global Migration Processes	SG3041	15	E	Y	6
Broken Britain? Culture, Employment and Society	SG3059	15	E	Y	6
Work and Workers	SG3062	15	E	Y	6
Emotions, Identity and Relationships	SG3066	15	E	Y	6
Education, Skills and the Job Market	SG3073	15	E	Y	6
Crime, Culture and the City	SG3076	15	E	Y	6
Culture, Racisms and Resistance	MC3004	15	CE(MC)	Y	6
Criminal Justice in Crisis	SG3082	15	E	Y	6
Sport, the Body and Deviance	SG3083	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.

Aptitude in quantitative methods will also equip you for postgraduate study in the social sciences, for instance Sociology, Media or Management Studies.

If you would like more information on the Careers support available at City, please go to: <http://www.city.ac.uk/careers/for-you-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 Quantitative Methods 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 Quantitative Methods 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?

***All enrolled on the BA Media, Communication and Sociology will have the opportunity to apply to Media, Communication and Sociology with Quantitative Methods at the end of your first year of study.***

### **Entry Requirements (BSc Sociology)**

A-level grades AAB

A/AS-level: 340 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: You may apply for AP(E)L for a minimum of one module and a maximum of 120

credits (direct entry to Year 2). You 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.

**Entry Requirements for Transfer to the BSc Media, Communication and Sociology with QM Pathway.**

A PASS at Part 1 of the Media, Communication and Sociology BSc course.

A mark of 60% or more in each of the data literacy modules (SG1021 and SG1022).

\* If there are fewer eligible applicants than pathway places:

- A) Those of you achieving lower, but still passing, marks in these modules will be eligible to pathway admittance, subject to interview.

\* If there are more eligible applicants than pathway places:

- B) Three quarters of pathway places will go to those of you with the highest (average) marks for the two modules.
- C) One quarter of pathway places will be determined on the basis of application form declaration or, in exceptional cases, interview.

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