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 or Part Time
Total UK credits	180
Total ECTS	90

PROGRAMME SUMMARY

Media and communications is a wide field of industry practice and academic research and many universities offer a course with this name. City's MA programme distinguishes itself by:
- its complete and seamless integration of theory and practice;
- its emphasis on career skills and employability both in module content as well as authentic assessment forms;
- the clear focus on four areas within the discipline:
    o Media and (Social) Justice (e.g. media representation, ethics and regulation);
    o Media Management and Marketing (e.g. how to reach audiences with digital and social media marketing and how to lead media organisations);
    o Audiovisual Communication and Production (e.g. how to harness the power of audiovisual communication and confidently execute and/or commission media production);
    o Professional Communication (e.g. specialist sectors such as fashion communication; health communication; political communication).

The programme is designed to train you to be a well-rounded media and communication professional who is conversant in the global media industries, sensitive to ethical issues of media diversity and in possession of the knowledge and skills to reach audiences, lead employees and commission media production. Furthermore, the programme allows you to choose to specialise in one or more of these key themes. Further elective choices help you bolster your employability and entrepreneurial nous, helping you navigate career pathways.

This innovative, interdisciplinary course is well suited to individuals who wish to extend, deepen, update and sharpen their understanding of current developments in contemporary media and communications. The MA also provides an opportunity to explore an aspect of theory or practice in depth in the form of an extended independent project of original applied research and/or reflective creative practice. This project will form part of your professional portfolio and serve as a springboard to (re)enter the workforce or even set up your own media organisation or freelancing/consultancy.

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. Part-time study occurs over two years.

You receive support through a variety of systems. These include: the personal tutorial system; formative assessment and feedback, formal and summative feedback, individual tutorials in office hours, and supervisory arrangements for your Independent Project; and the wider system of support in the School, such as Student Engagement Team and Wellbeing; and the University, such as LEaD online resources. Guided reading (in the form of reading lists and readings on Moodle), applied research and/or technical skills help is provided. Guided reading, applied research and/or technical skills help is provided. You are encouraged to attend research seminars and, of course, Departmental and School social events. Through the personal tutorial system and targeted programme, Departmental, School and/or University events, students from varied backgrounds (e.g. coming directly from industry, international students, mature students and so on) can receive targeted support.

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.
3) Develop your employment skills through group work, presentations, practical projects and the use of technology.
4) Enable you to develop a capacity to undertake independent applied research or reflective critical practice.

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 media and communications and have the ability to synthesize and apply that knowledge to contemporary debates on media and communications industries and research. 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 industries and research and will be capable of accurate exposition and critical analysis of research findings and complex texts in a variety of different contexts.

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 media and communication scholars to investigate contemporary media and communication trends and to understand and evaluate applied 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 applied research or reflective critical practice in media and communication (independent project).

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.
- Manage methodological procedures appropriately across 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 an applied research project or reflective, critical practice project that is theoretically informed and substantively applied.

Skills:
- Organise information to answer questions pertaining to media and communications in different contexts.
- Evaluate and apply analytical frameworks to your own research and practice.
- Produce clear communication.
- Develop, organise and manage an independent project.

Values and attitudes:
- Respect your peers and value their work.
- Exhibit ethical and professional standards relevant to media and communications
- Apply 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.

Key learning and teaching resources will be put on the module website on Moodle. There may be other blended/online activities such as formative activities meant to check and strengthen understanding.

Self-directed learning hours on your modules are for independent study and account for the *minimum* amount of time you should spend studying independently. For example, carrying out research, practicing and reflecting on techniques learned in class, reading widely from the module bibliography but also around the subject to develop a deeper understanding, carrying out activities using Moodle, preparing your class participation, collecting and organising source material for your coursework, attending induction and career development workshops, working in groups to complete assignments and/or presentations, and completing individual assignments and other homework and planning and composing assessment work.

You receive support through a variety of systems. These include: the personal tutorial system; formative assessment and feedback, formal and summative feedback, individual tutorials in office hours, and supervisory arrangements for your Independent Project; and the wider system of support in the School, such as Student Engagement Team and Wellbeing; and the University, such as LEaD online resources. Guided reading (in the form of reading lists and readings on Moodle), applied research and/or technical skills help is provided. You are encouraged to attend research seminars and, of course, in Departmental and School social events.

During your period of study the Department offers supervisions and methodological and other workshops to guide you on your final independent project. Please see the module specification for the Independent Project for further information.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Assessment of the programme is via the submission of coursework for modules and an independent project. (Some of the elective modules offered by other programmes may have different assessment criteria.) The assessment strategy for this programme revolves around authentic assessments that directly help you to become more employable: for example, a presentation of a PR campaign you design, a video you produce according to a (live or simulated) brief or an independent project you manage (under the guidance of a supervisor) that you can use as part of a professional portfolio for after you graduate. Our modules typically offer formative assessment and feedback/feedforward opportunities so that you are able to learn to improve your work during the process of producing assessed

work. This includes feedback on seminar contributions and informal presentations and in office hours. Peer-to-peer formative feedback is also a hallmark of the programme.

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

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%. Please see individual module specifications for minimum qualifying marks.

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 (%)
Project	7	60	33
Taught	7	120	67

Class	% required
With Distinction	70
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?*

<u>Taught component</u>

The programme is studied over one year full-time or 24 months part-time and is based at City throughout that time.

Core modules are compulsory and equate to 2 x 15 credit core modules, for a total of 30 credits.

You will also take 4 x 15 credit core-elective modules, one from each of the four core-elective categories: (1) Media and (Social) Justice (MSJ); (2) Media Management and Marketing (MM); (3) Audiovisual Communication and Production (AVCP); (4) Professional Communication (PC). This totals 60 credits.

The remaining 30 credits can be taken from either the other core-elective modules or from the elective modules listed below.

Taken together, all modules will total 120 credits.

Part-time students should take the two core modules and two core-electives in their first year, for a total of 60 credits. In their second year, part-time students should complete the core-electives from thr remaining two categories (30 credits) and then take the reamainig 30 credits of modules from either the other core-elective modules or from the elective modules listed below.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Global Media Industries	MCM002	15	C	Y	7
Audiences and Markets	MCM019	15	C	Y	7
Media, Identity and Diversity	MCM020	15	CE (MSJ)	Y	7
Ethical and Legal Approaches to Media	MCM021	15	CE (MSJ)	Y	7
Ethical Leadership and Strategy	MCM024	15	CE (MM)	Y	7
Social Media Marketing	MCM005	15	CE (MM)	Y	7
Film and Visual Communication	MCM022	15	CE (AVPC)	Y	7
Audiovisual Media Production	MCM023	15	CE (AVPC)	Y	7
Health Communication	MCM004	15	CE (PC)	Y	7

Political Communication	MCM015	15	CE (PC)	Y	7
Fashion Communication	MCM014	15	CE (PC)	Y	7
Freelancing and Entrepreneurialism in CCI	COM100	15	E	Y	7
Professional Placement	AMM425	15	E	Y	7

Project component

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

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Independent project	MCM999	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?

Graduates have very promising career prospects. Media and Communications graduates often enter into the media, culture and creative industries in roles such as social media officers or managers, PR officers and executives, account managers in advertising firms, or work in media production or distribution companies. Equally, graduates embark upon work in local government, the civil service, charities or non-media focussed industries in professional roles (such as social media officer, social media marketer, communications officer) that require the knowledge and skills you learn on this course.

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 PLACEMENT OPPORTUNITIES ARE AVAILABLE?

Students have the opportunity to take a Professional Placement module in which they gain work experience. Short placements in the media and communication industries (e.g. from media production and distribution companies to PR firms to media and communication roles in local government charities and other industry sectors) offer you, beyond networking and CV-building, the chance to achieve programme learning outcomes such as developing skills in organising information to answer questions pertaining to media and communications in different contexts; evaluating and applying analytical frameworks to your own research and practice; and producing clear communication.

Please note that Placements are *not* guaranteed. There is no guarantee of participation on the Placement module nor any guarantee of a placement with any particular company or organisation. The primary agent for sourcing a placement is the student (with the support of the Placement module leader, the Careers and the School placements team). Please see the module specification for the Professional Placement module for further details.

Both pathways offer students the opportunity to access City Careers Service.

Version: 11.0
Version date: Nov 2023
For use from: 2024-25