# Course Specification
# Part A

# BA (Hons) Media and Communications
# AHU022

# Faculty of Arts and Humanities
# School of Media and Performing Arts

# Academic Year: 2021/2022

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

**PART A Course Specification (Published Document)**

**Title of Course**

### 1. Introduction

The BA (Hons) Media and Communications course currently finds itself extremely well placed to exploit the rapid shift to forms of employment within the cultural and media industries based around complex, convergent and new digital media developments by focusing on the driving forces of media exchange (theory) and the single trait that unites most, if not all, media content, storytelling (practice). As such, the course focuses on both the comprehension of contemporary developments in media and communication studies and the best suited, most flexible creative practices to enter the creative industries. Writing for media, and strong abilities in narrative practice, provide a broad range of entry points in the industries, focuses on medium relevant differences and needs of consumers/viewers/customers. Event organization, allowing students to familiarize themselves with production elements vital for much of media creation as well as audience relations, adds an important real-life practice to bring stories to potential clients. The driving force of the course, informing the creative practice, is the study of media through relevant theory, history and cultural studies, employing classic academic means as well as learning to apply digital tools in media research. The international teaching staff bring a distinctive broad range of experiences from HE institutions overseas, and curriculum design reflects international and transnational media content.

Students use and develop their pre-existing creative skills, knowledge and competences during their studies within a strong theoretical framework, practice and theory informing each other at every step of the way, and explore media through research, live and immersive projects, presenting results via academic essays, multi-media venues, such as podcasts, blogs, social media platforms, video and audio-visual content, potential live events and more.

Both in its curriculum and modes of learning and assessment, the course addresses patterns of cultural and media production and consumption prevalent in the contemporary workplace, developing in students a wide range of skills, transferable knowledge and practical competences which allow them to thrive in relevant and current fields of employment, and in international settings.

### 2 Available Award(s) and Modes of Study

| Title of Award | Mode of attendance | UCAS Code | FHEQ Level |
|---|---|---|---|
| BA (Hons) Media and Communications with International/ Professional Enhancement | FT 3 years | | 6 |
| | PT 6 years *available at course team discretion | | 6 |
| BA Media and Communications | | | 5 |
| Dip. HE Media and Communications | SW 3 years | | 4 |
| Cert.HE Media and Communications | | | |

| **3 Awarding Institution/Body** | Coventry University. |
|---|---|
| **4 Collaboration** | Franchise with PSB Singapore |
| **5 Teaching Institution and Location of delivery** | Coventry University, Coventry Main Campus |
| **6 Internal Approval/Review Dates** | Date of approval: July 2020<br><br>Date for next review: 2029/2030 |
| **7 Course Accredited** | Not applicable |
| **8 Accreditation Date and Duration** | Not applicable |

| 9 QAA Subject Benchmark Statement(s) and/or other external factors | The QAA subject benchmark statement for Communication, Media, Film and Cultural Studies (2019) can be found at: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4 |
|---|---|
| 10 Date of Course Specification | July 2020 |
| 11 Course Director | Dr. Bärbel (Barb) Göbel-Stolz |

## 12 Outline and Educational Aims of the Course

The educational aims of the course are consistent with the University's mission statement to be a dynamic, enterprising, and creative university providing an excellent education enriched by a focus on applied research.

The educational aims of the BA (Hons) Media and Communications course comprise:

- To promote knowledge and understanding of the roles of communication, media representation and their relevance in informing society and culture;
- To develop critical and analytical ways of engaging the fields of media and communications
- To attain and cultivate theoretical and practical skills that can inform each other for media and creative industries professions;
- To foster knowledge and competence in contemporary digital media usage
- To develop media strategic and creative planning skills;
- To cultivate a wide range of professional and transferable skills and knowledge with a focus on narrative writing and event leadership;
- To nurture a working ethos which sees students as capable of intervening and adapting in creative and imaginative ways within the contemporary media environment and cultural world;
- To pursue an open, proactive and inquisitive attitude encouraging international and intercultural activities beyond the local and national;
- To encourage appropriate intellectual debate through collaboration with fellow students, academics and professionals;
- To strengthen interpretive skills so as to respond to diverse cultural, artistic and media environments in a flexible, professional and effective fashion.

The course introduces a critical element in its design that allows students from various years to come together for co-curricular activities and partake in two shared screening and seminar series attached to relevant modules.

## 13 Course Learning Outcomes

The Course Learning Outcomes have been mapped against the six pillars of the University Education Strategy:

a. Creativity and Enterprise
b. Intercultural and International Engagement
c. Community Contribution and Responsibility
d. Innovation and Digital Fluency
e. Employability
f. Research-Inspired Teaching

On successful completion of the course a student will be able to

1. Demonstrate critical thinking around the history and development of media and communication forms in local, national, and global contexts. (b, e)
2. Critically analyse the convergence of theory and practice across diverse modes of media and communication landscapes. (d, e)
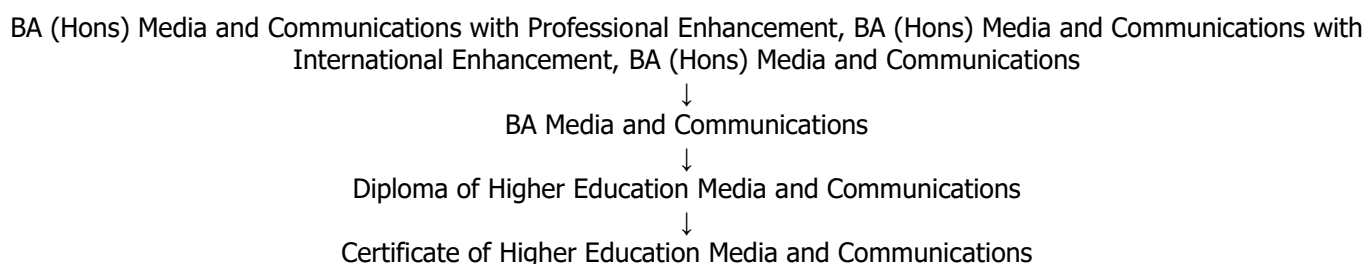
3. Engage in creative production practices utilising the most appropriate media and communications tools to further modes of media storytelling. (a, d, e,f)
4. Understand the role of changing technology, including emergent digital technologies in media and communications, content manipulation, distribution, access and participation and how to adapt core skills in line with industry requirements. (b, e)
5. Demonstrate how media and communication genres inform, disrupt and impact on central areas of content creation, public cultures and socially diverse communities. (b, c, e)
6. Be adaptable, creative and self-reflexive in producing research and content in event organization and participation for a variety of audiences and in a variety of media and communication contexts. (a, e, f)
7. Comprehend the media field as a broad and multifaceted area and deploy interdisciplinary skills in order to navigate the fluid, flexible and changing nature of media production and reception. (d, f)
8. Consider the role of media and communications industries from an ethical and professional stance, demonstrating knowledge and insight in order to see their value for a variety of organisations and contexts, from local community groups to global corporations. (a, b, c, e, f)

## 14 Course Structure and Requirements, Levels, Modules, Credits and Awards

BA (Hons) Media Studies and Communications can be studied full-time or part time. In addition, full time students can opt to take either an International or Professional Enhancement year.

The course comprises of modules taught at Levels 4, 5 and 6. All modules are designed to operate within the university-wide modular framework. Students undertake modules equivalent to 120 credits at each level. One 10 credit module in each year

**Cascade of Awards:**

BA (Hons) Media and Communications with Professional Enhancement, BA (Hons) Media and Communications with International Enhancement, BA (Hons) Media and Communications
↓
BA Media and Communications
↓
Diploma of Higher Education Media and Communications
↓
Certificate of Higher Education Media and Communications

The indicative delivery patterns are

| Level 4 (January Start) | |
|---|---|
| **Semester 1** | **Semester 2** |
| Digital Media - Communities [20] | Basic Concepts in Media Studies [20] |
| Student Creative Project [10] | Media History – An Introduction [10] |
| Research Methodologies [20] | Writing Media Narratives [10] |
| Academic Practice [10] | Contemporary Issues in Media - Representation [10] |
| | Add+ [10] |

| Level 4 (September Start) | |
|---|---|
| **Semester 1** | **Semester 2** |
| Basic Concepts in Media Studies [20] | Digital Media - Communities [20] |
| Media History – An Introduction[10] | Student Creative Project [10] |
| Writing Media Narratives [10] | Research Methodologies [20] |
| Contemporary Issues in Media - Representation [10] | Academic Practice [10] |
| Add+ [10] | |
| **Level 5** | |
| **Semester 1** | **Semester 2** |
| Intermediate Concepts in Media Studies [20] | Digital Media – Systems and Networks [20] |
| Media and Creative Industries [20] | Optional Modules (2010/2001/2012 see below) [20] |
| Contemporary Issues in Media – Socio-Political Discourse [10] | Media Industry Event [20] |
| Add+ [10] | |
| **Level 6** | |
| **Semester 1** | **Semester 2** |
| Advanced Concepts in Media Studies [20] | Digital Media – Transnational Identities [20] |
| Critical Concepts in Depth [20) | Final Coursework [40] |
| Research Design [10] | |
| Add+ [10] | |

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below. The indicative course structure is:

| Credit level | Module Code | Title | Credit Value | Mandatory/ Optional | Course Learning Outcomes |
|---|---|---|---|---|---|
| 4 | 4054MAPA | Basic Concepts in Media Studies | 20 | M | 1, 2, 4 |
| 4 | 4057MAPA | Media History – An Introduction | 10 | M | 1, 5, 7, 8 |
| 4 | 4047MAPA | Writing Media Narratives | 10 | M | 2, 3, 5, 6 |
| 4 | 4055MAPA | Contemporary Issues in Media – Representation | 10 | M | 1, 2, 3, 7 |
| 4 | 4056MAPA | Digital Media - Communities | 20 | M | 1, 2, 4 |
| 4 | 4053MAPA | Academic Practice | 10 | M | 4 |
| 4 | 4058MAPA | Research Methodologies | 20 | M | 1, 2, 3, 4 |
| 4 | 4059MAPA | Student Creative Project | 10 | M | 3, 4, 5, 6, 7 |
| 4 | **Add+Vantage** | | 10 | M | |
| | | | | | |
| 5 | 5065MAPA | Intermediate Concepts in Media Studies | 20 | M | 1, 2, 4, 6, 7 |
| 5 | 5050MAPA | Contemporary Issues in Media – Socio-Political Discourse | 10 | M | 2, 5, 8 |
| 5 | 5067MAPA | Media and Creative Industries | 20 | M | 2, 4, 5, 6 |
| 5 | 5064MAPA | Film and Screen Studies | 20 | O | 1, 3, 4, 5, 8 |
| 5 | 5069 MAPA | Technological Change: Issues and Debates | 20 | O | 1, 3, 4, 5 |
| 5 | 5066MAPA | Media Activism and Contemporary Media | 20 | O | 1, 3, 4, 5, 8 |
| 5 | 5062MAPA | Digital Media – Systems and Networks | 20 | M | 4, 5, 6, 8 |
| 5 | 5068MAPA | Media Industries Event | 20 | M | 3, 4, 6 |
| 5 | **Add+Vantage** | | 10 | M | |
| | | | | | |

| 5 | 5089MAPA | Professional Enhancement Year | 0 | O | |
|---|---|---|---|---|---|
| 5 | 5090MAPA | International Enhancement Year | 0 | O | |
| | | | | | |
| 6 | 6062MAPA | Advanced Concepts in Media Studies | 20 | M | 1, 2, 5, 6, 7, 8 |
| 6 | 6065MAPA | Research Design | 10 | M | 1, 6, 7 |
| 6 | 6055MAPA | Critical Concepts in Depth | 20 | M | 1, 2, 4, 5, 6, 7, 8 |
| 6 | 6063MAPA | Digital Media – Transnational Identities | 20 | M | 2, 3, 4, 5,6,7,8 |
| 6 | 6079MAPA | Final Coursework | 40 | M | 1, 2, 3, 4, 5, 6 ,7 8 |
| 6 | **Add+Vantage** | | 10 | M | |

## 15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the UCAS website, then clicking on 'Entry Requirements'.

In the case of those applicants whose first language is not English an appropriate level of English Language capability should be demonstrated. Normally this is indicated by an IELTS score of 6.5 or above.

The course particularly welcomes applicants from non-standard entry, especially mature applicants and those from disadvantaged backgrounds.  Such applicants should contact the admission team.

For students entering with advanced standing, the course conforms to the standard university RP(E)L procedure.

## 16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Undergraduate Mode E.

## 17 Indicators of Quality Enhancement

The Course is managed by the Media and Performing Arts Board of Study of the Faculty of Arts and Humanities.  The Progression and Awards Board (PAB) for Media and Performing Arts is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.  External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site. Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year. Student views are also sought through module and course evaluation questionnaires.

The course evaluates and improves the quality of standards and learning by offering
- a strong portfolio of industry-related research focused, for example, on international media industries and media trading, creative practice in social media, and social media engagement
- regularly working with professionals from various media industries and connecting students and professionals through hand-on work within modules driven by student needs and interests as they relate to contemporary media environments
- practical training that can flexibly respond to the varied requirements and needs of the industry

**18 Additional Information**

Enrolled students have access to additional, key sources of information about the course and student support including:

Faculty/School Handbook
Student Handbook
Course Guides
Module Guides
Social Media Sites
Module Information Directory
Study Support information