

**KEY PROGRAMME INFORMATION**

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credits</b> MA International Political Communication - 180 credits (180 ECTS)	
<b>Intermediate award(s), title(s) and credits</b> PG Dip International Political Communication - 120 credits (120 ECTS) PG Cert International Political Communication - 60 credits (60 ECTS)	
<b>UCAS Programme Code(s)</b> (where applicable and if known) N/A	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 100491 (50%) 100444 (50%)
<b>External reference points</b> The revalidation has been informed by a variety of sources. <ul style="list-style-type: none"> <li>• QAA benchmark for Communication, media, film and cultural studies (2016).</li> <li>• The Framework for Higher Education Qualifications.</li> <li>• The revised UK Quality Code for Higher Education (March 2018)</li> <li>• CIHE, AGR and CFE's Global Graduates into Global Leaders, 2008.</li> <li>• The UN 2030 Agenda for Sustainable Development.</li> </ul>	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> N/A	
<b>Places of delivery</b> Bournemouth University, Talbot Campus	
<b>Mode(s) of delivery</b> Full-time Part-time	<b>Language of delivery</b> English
<b>Typical duration</b> <u>Full time:</u> September start - 12 months January start - 16 months  <u>Part time:</u> September start - 24 months January start - 27 months	
<b>Date of first intake</b> September 2022	<b>Expected start dates</b> January and September
<b>Maximum student numbers</b> N/A	<b>Placements</b> N/A
<b>Partner(s)</b> N/A	<b>Partnership model</b> N/A
<b>Date of this Programme Specification</b> June 2022	
<b>Version number</b> V2.0-0923	

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<b>Approval, review or modification reference numbers</b>
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<b>Author</b>
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**PROGRAMME STRUCTURE**

<b>Programme Award and Title: MA International Political Communication</b>								
<b>Stage 1/Level 7</b>								
<b>Unit Name</b>	<b>Core/Option</b>	<b>No. of Credits</b>	<b>Assessment Element Weightings</b>			<b>Expected Contact hours per unit</b>	<b>Unit Version No.</b>	<b>HECoS Code</b> (plus balanced or major/minor load)
			<b>Exam 1</b>	<b>Cwk 1</b>	<b>Cwk 2</b>			
Social Theory and Political Communication	Core	20		100%		36	2.0	100491 (Major) 100628 (Minor)
The Psychodynamics of Emotion and Political Culture	Core	20		100%		36	1.0	100493 (Major) 100491 (Minor) 101233 (Minor)
Methods of Inquiry in the Social Sciences and Humanities	Core	20		100%		36	1.0	100962
Political Communication and Campaigning	Core	20		30%	70%	36	1.0	100444 / 100491 (Balanced)
Public Diplomacy and International Relations	Core	20		100%		36	1.0	100490
Discourse, Rhetoric and Power	Core	20		100%		36	1.0	100491/ 100314 (Balanced)
Final Project	Core	60		100%		12	2.0	100962
<b>Progression requirements: N/A</b>								
<b>Exit qualification:</b> MA International Political Communication, requires 180 credits at Level 7								

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### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

Drawing on the knowledge and expertise of the Centre for Comparative Politics and Media Research (a group of researchers with national and international research profiles), the programme encourages an advanced understanding of the issues and debates around the theory and practice of political communication in the 21st century.

The programme is designed for graduates with good first degrees (or equivalent) in a relevant Communications and/or Media Studies discipline, Politics/Political Science or a related subject. Postgraduate study will develop students' critical thinking skills and subject understanding to a higher level. These skills will equip graduates for a professional career in communication within the context of politics, or for further study at doctoral level.

The Political Communications landscape is constantly changing with movement towards issue based campaigning and digital media becoming more significant. Incorporating an international perspective, students will, therefore, be provided with insights into the latest techniques of political communication using the most recent technological innovations.

The curriculum invites students to analyse current issues and practice within aims to ask difficult questions about the fields of social science, psychological and international/diplomatic relations, focusing on areas such as diplomacy, campaigning, reporting, communication and media effects. These subjects are contextualised within the 21st Century global, 24/7, highly interactive communication and media environment in which politics operates.

The programme offers academic rigour and the opportunity for students to specialise in a variety of areas relevant to the scholarship and practice of communication within the context of politics. Course content addresses aspects of: Political journalism, applied research, campaign analysis, social theory, political discourse, international relations, and psychosocial studies.

The units will all be conceptually led, combining discussions of theory with an exploration of current and best practice within the context of democratic societies.

The programme aims to produce flexible graduates who can think critically and analytically and to apply knowledge to practical situations. The programme also aims to equip graduates with the necessary analytical skills, knowledge and understanding to carry on to further academic research at doctoral level.

By the end of the course students will have developed strong oral communication skills and learned to present themselves and their ideas in a professional manner using a variety of communication techniques.

Employers of MA International Political Communication graduates are looking for students with the necessary in-depth knowledge of various political contexts within democratic societies, critical thinking skills, the strategic planning and practical tools relevant to the communication of politics; particularly in a digital context, as well as comprehensive understanding of a range of research methodologies and techniques for generating insights relevant to political marketing and campaign development. This is reflected in the aims and intended learning outcomes of the programme. It is expected that MA International Political Communication will support entry into a range of positions within political

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communication. Examples of potential roles include: political strategists, campaign consultants, communication advisors, speech writers, senior political editors or specialist correspondents.

### **ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN**

#### BU2025

The vision of the university is to be “recognised worldwide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice”. The university’s values are: excellence, inclusivity, creativity and responsibility. The programme is aligned with the core principles of BU2025 so that the MA International Political Communication students will:

- be delivered a learning experience that is personalised, inter-disciplinary and consistently excellent;
- learn in a diverse and inclusive environment that enables achievement for all;
- participate in vibrant Fusion communities which are collaborative, inclusive resilient and connected worldwide.

In line with the strategic direction of the university, the programme aims to produce graduates that will, not only be more responsible and sustainable political communications professionals, but will also enrich society as active citizens in their communities. The programme identifies specific activities and aspects of the curriculum that align with BU2025.

International political communication as a subject is concerned with national, international, and transnational power and persuasion. Students will explore: propaganda, political marketing, rhetoric and campaigns; ideology, hegemony and the role of the state and media; questions of citizenship, publics and social influence. The strategies and tactics of political communication touch upon different UN goals drawing on the enhancement of global citizenry and the creation of strong institutions for a democratic society. Students will engage with social theory (such as Weber) which underpins an understanding of the social forces that construct political communication, and their impacts.

### **LEARNING HOURS AND ASSESSMENT**

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including online and/or inclass lectures and seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

### **STAFF DELIVERING THE PROGRAMME**

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, and research students.

## INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

### PROGRAMME AND LEVEL 7 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</b></p> <p>This MA International Political Communication/ Level 7 will provide students with the following subject knowledge and understanding:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the MA International Political Communication/ Level 7 learning outcomes:</p>
<p><b>A1</b> To have an in-depth appreciation of contemporary theoretical and academic debates within the field of political communication research and appreciate the limitations of current knowledge and practices;</p> <p><b>A2</b> To have a developed understanding of the contemporary international, national, social and communication contexts for political communication;</p> <p><b>A3</b> To have a critical understanding of the practices within the political communication and political journalism industries;</p> <p><b>A4</b> Develop comprehensive understanding of a range of research methodologies and techniques for generating insights relevant to the study and practice of political communication;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A4);</li> <li>• seminar discussions (A1 – A4);</li> <li>• directed reading (A1, A4);</li> <li>• independent research (for dissertation) (A4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• in-class oral presentations (A1-A3);</li> <li>• coursework essays, reflective essays, reading diaries (A1 – A4);</li> <li>• Coursework for research unit and dissertation (A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This MA International Political Communication/ Level 7 provides students with the following intellectual skills:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the MAIPC/level 7 outcomes:</p>
<p><b>B1</b> A conceptual understanding of issues related to political communication to evaluate critically advanced scholarship within their discipline;</p> <p><b>B2</b> To have a critical understanding of the cognitive and behavioural impacts caused by practices within the political communication and political journalism industries;</p> <p><b>B3</b> To possess the skills required to conduct research and contribute to knowledge in the field of political communication;</p> <p><b>B4</b> Demonstrate an ability to draw upon and bring together ideas from different sources of knowledge and from different disciplines relevant to the study and practice of political communication;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B4);</li> <li>• seminars and workshops (B1-, B4);</li> <li>• directed reading (B1 – B2);</li> <li>• independent research (for dissertation) (B1 – B4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• in-class presentations and other in class exercises (B1-B2);</li> <li>• coursework essays (B1,B2, B4);</li> </ul>

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	<ul style="list-style-type: none"> <li>dissertation (B1-B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This MA International Political Communication/ Level 7 provides opportunities for students to develop the following practical skills:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the MA International Political Communication/ Level 7 learning outcomes:</p>
<p><b>C1</b> The ability to devise, implement and manage communication programmes that help to achieve organisational objectives;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p><b>C2</b> The ability to creatively and critically synthesise ideas from both professional and academic sources of knowledge and be able to apply these within a political communications context;</p>	<ul style="list-style-type: none"> <li>lectures (C1 – C3);</li> <li>seminars and workshops (C1 – C4);</li> </ul>
<p><b>C3</b> The ability to make valuable contributions towards political communications practice within complex or unpredictable environments;</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p><b>C4</b> Demonstrate confidence and competence in the use of digital technologies and insights relevant to communication within the context of politics;</p>	<ul style="list-style-type: none"> <li>individual and group exercises and presentations (C1- C4);</li> <li>coursework essays (C1-C4);</li> <li>practice- based sessions (C1-C4)</li> <li>dissertation (C1- C4).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This MA International Political Communication/ Level 7 provides opportunities for students to develop the following transferable skills:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the MA International Political Communication/ Level 7 learning outcomes:</p>
<p><b>D1</b> The ability to work effectively, productively and accountably as a member of a team;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p><b>D2</b> Critical reflection, originality and creativity in tackling and solving problems;</p>	<ul style="list-style-type: none"> <li>lectures (D1 - D5);</li> </ul>
<p><b>D3</b> Be able to consider international issues and apply global perspectives to their work;</p>	<ul style="list-style-type: none"> <li>seminars (D1- D5);</li> <li>use of the VLE (D1 - D5);</li> </ul>
<p><b>D4</b> Effectively communicate theories, concepts, issues and proposals relevant to the scholarship and practice of political communication to a diverse range of audiences; professionally present and rigorously defend ideas and produce accurately referenced work to a given format, brief and deadline;</p>	<ul style="list-style-type: none"> <li>directed reading (D1- D5).</li> </ul>
<p><b>D5</b> The independent learning ability required for continuing professional development.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>oral presentations, reports (D1 - D5);</li> <li>group work (D1, D4);</li> <li>dissertation (D2, D3, D5).</li> </ul>

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### ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: [MA International Political Communication | Bournemouth University](#)

### ASSESSMENT REGULATIONS

The regulations for this programme are the [University's Standard Postgraduate Assessment Regulations](#).

### WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Not applicable



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Programme Skills Matrix

Units		A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3	D 4	D 5
L E V E L  7	Social Theory and Political Communication (20)	X	X			X		X	X		X		X	X	X	X	X	X
	The Psychodynamics of Emotion and Political Culture (20)	X	X			X	X	X	X		X			X	X	X	X	X
	Political Communication and Campaigning (20)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Public Diplomacy and International Relations (20)	X	X	X		X			X	X	X	X			X	X	X	X
	Methods of Inquiry in the Social Sciences and Humanities (20)				X	X	X	X	X	X					X	X	X	X
	Discourse, Rhetoric and Power (20)		X		X	X		X	X		X	X	X	X	X	X	X	X
	Final Project (60)	X	X	X	X	X	X	X	X		X	X			X	X	X	X

