Masters Degree

MEDIA AND COMMUNICATION

2016-17

- MA MASS COMMUNICATION
- MA GLOBAL MEDIA AND COMMUNICATION
- MA NEW MEDIA AND SOCIETY
- MA MEDIA CULTURE AND SOCIETY
- MA MEDIA AND ADVERTISING
- MA MEDIA AND PUBLIC RELATIONS
- MA INTERNATIONAL COMMUNICATION AND CULTURE
# Table of Contents

Welcome ................................................................................................................................................................. 4  
Introduction .......................................................................................................................................................... 5  
From Undergraduate to Postgraduate ..................................................................................................................... 6  
School Details ....................................................................................................................................................... 7  
Important Dates .................................................................................................................................................... 8  
  Staff List and Key Contacts ............................................................................................................................... 9  
  Student Communications and Personal Details .............................................................................................. 11  
Facilities ............................................................................................................................................................... 11  
Learn at Leicester ............................................................................................................................................... 11  
University Library ............................................................................................................................................... 12  
IT Services ........................................................................................................................................................... 12  
Student Learning Development .......................................................................................................................... 12  
Students’ Union Education Unit (ED) ................................................................................................................ 13  
Learn a New Language with Languages at Leicester .................................................................................... 13  
School Communication ..................................................................................................................................... 13  
Other University Facilities ................................................................................................................................ 14  
  University Bookshop ........................................................................................................................................ 14  
Other Important University Services .................................................................................................................. 15  
University Regulations ........................................................................................................................................ 15  
  Student Responsibilities .................................................................................................................................. 15  
  Attendance and Engagement Requirements ................................................................................................. 16  
  Neglect of Academic Obligations ................................................................................................................... 16  
  Examination Regulations ............................................................................................................................... 16  
Course details .................................................................................................................................................... 18  
MA Mass Communications ................................................................................................................................. 19  
MA Media and Public Relations ........................................................................................................................ 22  
MA New Media and Society ............................................................................................................................ 25  
MA Media and Advertising ............................................................................................................................... 28  
MA Global Media and Communication ............................................................................................................ 31  
MA Media, Culture and Society ......................................................................................................................... 34  
MA International Communication and Culture ............................................................................................... 37  
Programme and Module Specifications ............................................................................................................. 40  
Teaching Timetable ............................................................................................................................................ 40  
Coursework Submission .................................................................................................................................... 40  
Change of Course/Module ................................................................................................................................ 41  
Marking and Assessment Practices .................................................................................................................... 42
Welcome

Dear Students

Welcome to the School of Media, Communication and Sociology at the University of Leicester.

You are joining one of the most established and respected centres of research into media and communication, which has offered masters degrees since the late 1970s. The faculty in the School are active researchers in media and communications and this is reflected in their teaching. This year our research was ranked in the top fifteen overall and top ten for research power by the Research Excellence Framework in the UK.

A Masters degree is an intensive experience – so work hard and do well but also have fun and enjoy your time with us. We hope that by the time you graduate, you will feel that your programme has provided you with a satisfying and challenging educational experience, which will be of benefit as you move forward into your chosen career.

Good luck with your studies!

Helen Wood

Head of School
Introduction

This handbook is made available to all students during the first week of your degree. It offers you the information that you will need to know now and for the duration of your Degree Programme from 2016 – 2017. It is designed to give you information you will need for your academic studies in the School of Media and Communication and it is therefore essential that you read it thoroughly.

It aims to:

- explain to you the structure and organisation of the School
- explain the organisation of teaching at the School
- advise you on study skills and written work
- introduce you to University facilities
- provide other necessary information about being a student in the School and the University

Although this Handbook is detailed there will be other information that you will need in the future. This will be provided for you at the appropriate time.
From Undergraduate to Postgraduate

Something which is a challenge for any student is the transition from Undergraduate to Postgraduate studies. All of you who are coming to study at the University of Leicester have achieved good Undergraduate degrees in your previous fields and some of you may be coming from related but not precise academic discipline matches. As such, we encourage you to reflect on your time as an Undergraduate before commencing your studies and to think about what you expect a Postgraduate degree to be like, for you:

Undergraduate Reflection

1) List three things which during your Undergraduate degree your lecturers repeatedly commented on as areas of strength.
2) List three things which during your Undergraduate degree your lecturers repeatedly commented on as areas for development.
3) How might you develop these areas in your academic work during your Postgraduate degree work?

Postgraduate Expectations

1) List three things you expect your MA studies to be.
2) List three aims you have for your MA studies.
3) How are you going to achieve those aims?

Many people, no matter where they come from or which discipline, find that there are specific challenges in the transition between Undergraduate and Postgraduate which take some time to adjust to. These include:

a) The amount of reading (this will increase compared to what you have been used to);
b) The amount of time you spend on working alone (support is available and training will be given but being a Postgraduate means that there are assumptions about your educational experience and knowledge);
c) The increased length of written assignments (as qualifications get higher, the amount of words written generally increases);
d) The need to be more analytical in work and to be critically engaged with all material read (this means that we expect you to be questioning the ideas you encounter and deconstruct how ideas and texts function);
e) That the pass mark is much higher for Postgraduate than Undergraduate work (and that what is demanded is of a higher quality) – so for example, if you got very good marks at Undergraduate level, you will be more likely to get good marks at Postgraduate).

So, when you arrive to begin your MA, expect to be challenged in a good way. Studying for a Masters degree can be one of the most stimulating experiences of your academic career and if you start your studies expecting to be pushed to improve your work and open your mind to questioning media concepts and texts, then you will be beginning with the right attitude.
School Details

HISTORY OF MEDIA AND COMMUNICATION AT LEICESTER

In 1966, the Centre for Mass Communication Research (CMCR) was established as the first academic centre for the study of media in the UK.

Media and Communication at the University of Leicester is based within the College of Social Sciences, Arts and Humanities and has been at the forefront of media research since 1966, when it was first established as the Centre for Mass Communication Research.

In 2006, CMCR evolved into the Department of Media and Communication as we celebrated 40 years of Media at Leicester and this year we celebrated 50 years by hosting the International Association of Media and Communication Research here at Leicester. Media at Leicester supports and encourages a variety of research interests and approaches to the study of media, culture, communication and digital technologies. The academic staff members derive from a range of disciplines that have had an important place in the development of the study of media and communications, including cultural theory, film theory, linguistics, politics and sociology.

We promote and engage in multi-disciplinary research that embraces different epistemological and methodological approaches and believe that research can have value by being theoretical, sound and having real-world applications. In only its second submission to the National Research Excellence Framework the research profile of the Media and Communication at Leicester was judged to be 82% World Leading or Internationally Excellent. It was placed 15th overall for media research in the country, and in the top ten when factoring in the high numbers of research active staff. Media and Communication at Leicester is therefore a dynamic and diverse subject and an increasingly exciting place to conduct research in the UK.

Our research feeds our teaching. Students therefore benefit from being taught by academics who are involved in leading edge research in their specialist fields.

THE SCHOOL CURRENTLY HAS THE FOLLOWING MEDIA AND COMMUNICATION DEGREE PROGRAMMES:

<table>
<thead>
<tr>
<th>Campus Based</th>
<th>Distance Learning</th>
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</thead>
<tbody>
<tr>
<td>BA Media and Communication</td>
<td>MA Mass Communications</td>
</tr>
<tr>
<td>BA Media and Society (Run with Sociology)</td>
<td>MA New Media and Society</td>
</tr>
<tr>
<td>BA Film and Media (Run with History of Art &amp; Film)</td>
<td>MA New Media, Governance and Democracy</td>
</tr>
<tr>
<td>BA International Communication and Culture</td>
<td>MA Communications, Media and Public Relations</td>
</tr>
<tr>
<td>MA Mass Communications</td>
<td>MA Communications, Media and Advertising</td>
</tr>
<tr>
<td>MA Global Media &amp; Communication</td>
<td></td>
</tr>
<tr>
<td>MA New Media and Society</td>
<td></td>
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<tr>
<td>MA Media, Culture and Society</td>
<td></td>
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<tr>
<td>MA Media and Advertising</td>
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<tr>
<td>MA Media and Public Relations</td>
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<tr>
<td>MA Journalism Studies</td>
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<tr>
<td>MA International Communication and Culture</td>
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</tbody>
</table>
The School also recruits and teaches doctorate level research degrees (PhD, MPhil) by Distance Learning and Campus Based.

Details relating to each of these degrees can be found on the School's website at http://www2.le.ac.uk/departments/media/postgraduate

**Important Dates**

**Standard Dates of Semesters / Terms in 2016-17**

<table>
<thead>
<tr>
<th>Term</th>
<th>Dates</th>
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<tbody>
<tr>
<td>SEMESTER 1</td>
<td>26 September 2016 – 20 January 2017</td>
</tr>
<tr>
<td>SEMESTER 2</td>
<td>23 January 2017 – 23 June 2017</td>
</tr>
<tr>
<td>AUTUMN TERM</td>
<td>26 September 2016 – 09 December 2016</td>
</tr>
<tr>
<td>SPRING TERM</td>
<td>09 January 2017 – 24 March 2017</td>
</tr>
<tr>
<td>SUMMER TERM</td>
<td>01 May 2017* – 23 June 2017</td>
</tr>
</tbody>
</table>

*Summer Term officially starts on Bank Holiday Monday, teaching starts on the Tuesday following the Bank Holiday (2 May 2016)*

Students are required to remain in attendance for the full period of each term. Any absence of more than three days through illness **MUST** be notified to the School, and a medical certificate must be forwarded to cover absence of more than one week.

**Examinations**

<table>
<thead>
<tr>
<th>Examinations</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>FIRST SEMESTER EXAMINATIONS:</td>
<td>January 2017</td>
</tr>
<tr>
<td>MIDSUMMER EXAMINATIONS:</td>
<td>May 2017</td>
</tr>
<tr>
<td>SEPTEMBER EXAMINATIONS:</td>
<td>September 2017</td>
</tr>
</tbody>
</table>
## Staff List and Key Contacts

**Academic Staff (Please note, all our Staff are located in Bankfield House, 132 New Walk)**

<table>
<thead>
<tr>
<th>NAME</th>
<th>ROOM</th>
<th>POSITION / DUTIES</th>
<th>TEL (Prefix 0116)</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Jessica Bain</td>
<td>2.05</td>
<td>Lecturer</td>
<td>252 3867</td>
<td><a href="mailto:jb441@le.ac.uk">jb441@le.ac.uk</a></td>
</tr>
<tr>
<td>Prof. Mark Banks</td>
<td>1.08</td>
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<td>229 7222</td>
<td><a href="mailto:mb612@le.ac.uk">mb612@le.ac.uk</a></td>
</tr>
<tr>
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<tr>
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</tr>
<tr>
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<td><a href="mailto:qg8@le.ac.uk">qg8@le.ac.uk</a></td>
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<td><a href="mailto:vm121@le.ac.uk">vm121@le.ac.uk</a></td>
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<td><a href="mailto:jn107@le.ac.uk">jn107@le.ac.uk</a></td>
</tr>
</tbody>
</table>
If you are interested in finding out about our Academic’s research interests, please click onto our website where there are further details: [http://www2.le.ac.uk/departments/media/people](http://www2.le.ac.uk/departments/media/people)

### Administration Team – Located in Bankfield House

<table>
<thead>
<tr>
<th>NAME</th>
<th>POSITION / DUTIES</th>
<th>TEL (Prefix 0116)</th>
<th>EMAIL</th>
</tr>
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<tbody>
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<td><a href="mailto:pv11@le.ac.uk">pv11@le.ac.uk</a></td>
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<tr>
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<td>Postgraduate Programme Administrator</td>
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</tr>
</tbody>
</table>

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SCHOOL OF MEDIA, COMMUNICATION AND SOCIOLOGY

UNIVERSITY OF LEICESTER
Student Communications and Personal Details

The University keeps a record of your personal details such as your full name, addresses i.e. home address and term-time address, telephone numbers, personal email address and your emergency contact details. It is important to keep your details up to date as this will help you to receive information about your studies and exams and also ensure that official documents are provided to you with the correct name details.

You can check and update your details by logging-in to MyStudentRecord [http://mystudentrecord.le.ac.uk] using your University username and password. Click on the My Details tab and you will then be able to review and change your personal details.

It is important that you check your University email account frequently to ensure that you do not miss any important communication from the University.

Facilities

The School does not provide any workspaces for students at present. Students are advised to check the IT Services website for more information about using the University computing facilities. Printing, Photocopying and fax facilities can also be found on campus.

Students are welcome to use the seating areas that are situated on each floor in Bankfield House.

In line with the University’s general policy, smoking is NOT ALLOWED anywhere within Bankfield House or any other University buildings.

Learn at Leicester

Whatever your subject or level of study, there are many, many different ways in which you can access academic advice and support. The Learn at Leicester webpage provides you with further details of this support, together with direct links to a wide range of resources and services to help you:

- Make the most of the Library
- Develop your IT skills
- Manage your own learning
- Improve your English language
- Get independent advice about your course
- Manage your student information
- Sharpen your mathematics and statistics skills

You can access all of this by visiting: www.le.ac.uk/learnatleicester
University Library

The Library is your gateway to high quality information relevant to your studies. Using it effectively contributes directly to your success.

The Library provides you with:

- access to a huge range of specialist digital and print information resources for your subject;
- help in finding and using information - online, face to face and by telephone;
- individual and group study space, including the Graduate School Reading Room exclusively for postgraduate students;
- PCs and wireless networking for your own device throughout the David Wilson Library;
- study and meeting facilities at the Brookfield Postgraduate Teaching Centre;
- services for distance learners and researchers.

The Library is a shared resource for all members of the University. Please respect it and observe the Library regulations available at www.le.ac.uk/library/about.

To get started, visit www.le.ac.uk/library.

For information about your subject, please visit http://www2.le.ac.uk/library/find/subjects/media

IT Services

Whilst studying at the University you will have a University IT account and email address. There are hundreds of University PCs available with Office 2013 and many specialist programs to help you with your studies.

Visit www.le.ac.uk/it4students for more information about:

- **Student email**: access your email and calendar anywhere; on your laptop or mobile device
- **Printing**: print from any device to a University printer
- **Microsoft Office**: available at no cost whilst you study at the University
- **IT Help**: visit the Help Zone in the Library, phone 0116 252 2253, ithelp.le.ac.uk for IT Self Service, web chat or email ithelp@le.ac.uk
- **IT Training**: attend our workshops in Word, PowerPoint and Excel
- **Wifi**: free access to eduroam wifi on campus, in student accommodation or at other universities
- **PCs on campus**: there are over 900 PCs available, with 350 located in the David Wilson Library (including 24/7 access during exam periods)
- **OneDrive**: the online storage location for all your files
- **Blackboard Virtual Learning Environment**: support and information for all your courses
- **Leicester Digital Library**: access to journals, databases and electronic books online

Student Learning Development

Studying for a degree is a stimulating, challenging and rewarding experience. In order to make the most of this experience, the University of Leicester provides a wide range of resources and services to support and enhance your academic development in areas such as essay-writing, critical thinking, independent learning and time-management. The Student Learning Development Team is here to help you develop the skills and abilities you need in order to succeed in your studies. To find out more about how we can help you develop your academic skills and abilities, visit our website: http://www.le.ac.uk/succeedinyourstudies
**Students’ Union Education Unit (ED)**

Education help and advice is provided by the Students’ Union for all students.

If you would find it helpful to talk to someone outside of your School, we offer a free, confidential service to help and advise you about where to go and what to do. If you wish to come and talk to us about your personal circumstances or academic worries, for example, exams or putting together an academic appeal, we will provide professional and friendly support.

You will find the Education Unit staff in the Students’ Union Building on the first floor, within the West Wing. Opening hours are 10.00 am to 4.00 pm, and you can either pop in or book an appointment by contacting us on the following details:

**Contact:** Students’ Union Education Unit (ED), Students’ Union (First Floor)

+44 (0)116 223 1132 | educationunit@le.ac.uk | [http://leicesterunion.com/support/education](http://leicesterunion.com/support/education)

Online chat facilities are also available for appointments and drop in sessions.

Facebook – [https://www.facebook.com/talktoED](https://www.facebook.com/talktoED) (Drop in on Wednesdays, 3:30pm-4:30pm)

Skype - @ed_ucation1 (Drop in on Tuesdays, 9am-10am)

**Learn a New Language with Languages at Leicester**

There are many benefits to learning a new language. Not only could you enhance your career prospects and broaden your cultural horizons, but studies show that you could also improve your literacy skills, boost your memory, increase your attention span and even help to grow your brain!

Study with the Languages at Leicester Team on campus, and you will be taught by expert native tutors who are based within our School of Modern Languages, which has been ranked **3rd in the country in the University League Tables, The Guardian University Guide 2016.**

We offer **16 different languages** including Arabic, British Sign Language, Chinese, German, Korean and Spanish to name just a few, six levels of learning and two course lengths, so you can study in a way that suits you. Classes take place during evenings and Wednesday afternoons, as well as intensive ‘fast track’ courses on Saturday mornings.

Find out more about Languages at Leicester, including fees and term dates at: [www.le.ac.uk/ml/lal](http://www.le.ac.uk/ml/lal).

The successful completion of a **Languages at Leicester course will appear on your Higher Education Achievement Report** (HEAR) when you graduate. For further details about the HEAR, please visit: [www.le.ac.uk/hear](http://www.le.ac.uk/hear).

**Contact:** Languages at Leicester +44(0)116 252 2662 | lalenquiries@le.ac.uk | [www.le.ac.uk/ml/lal](http://www.le.ac.uk/ml/lal)

**School Communication**

Media & Communication is based in the following building:

Bankfield House

132 New Walk

Leicester LE1 7JA
CAMPUS-BASED ADMIN TEAM: Room 1.10

Student access to the office is at the following times:

Monday to Friday 9.00am – 5.00pm

CONTACTING ACADEMIC AND ADMINISTRATION STAFF

We strongly recommend that students use email as their primary method of contacting Academic Staff in order to arrange appointments. Students are welcome to email or phone members of the Administration Team for any general questions relating to their Programme or assignments and hand-ins.

STUDENT MAIL AND NOTIFICATIONS

Any letters to students, including internal University mail (e.g. letters from the Library) will be held in the Campus Based Admin Team Office and students will be notified by email.

PLEASE CHECK YOUR UoL EMAILS ON A DAILY BASIS – CLAIMING IGNORANCE OF EMAILS NOT RECEIVED IS NO DEFENCE.

All information regarding your programme will be sent out by UoL email in the first instance. Remember that staff may also wish to contact you by email.

Academic staff will have weekly office hours in which you can see them in person at Bankfield House. Their hours are visible in Bankfield House Foyer with their pictures. Some will have papers on their office doors for you to make an appointment, otherwise it is best to email them directly in order to make an appointment to see them.

All Academic staff understand that their available office hours may not be suitable for you, but they will be happy to make necessary arrangements to see you at an alternative time which suits you.

STUDENT LETTERS

If you need an official letter confirming student status / completion of studies at the University of Leicester you should contact the Registry Office (registry@le.ac.uk), located in the Charles Wilson Student Services Centre on Campus.

Please note that Registry require three days’ notice to produce student letters and that this may vary at busy times of the academic year.

Other University Facilities

University Bookshop

The Bookshop is owned by the University and is located on the ground floor of the David Wilson Library.

All prescribed and recommended texts are stocked, so that students can rely on the Bookshop for the books that they need in the course of their studies. We also sell a wide range of paperbacks and books of general interest.
Books not in stock can be quickly provided to order. The Bookshop has a range of deals in the Autumn term which are exclusively for students.

Greetings cards, a wide range of stationery items and University of Leicester branded merchandise and clothing are always available.

The opening hours are:

- Monday to Friday: 9.00 a.m. - 5.30 p.m. (5.00 p.m. in vacations)
- Saturday: 10.00 a.m. - 2.00 p.m.

**Contact:** University Bookshop, David Wilson Library

+44 (0)116 229 7440 | [bookshop@le.ac.uk](mailto:bookshop@le.ac.uk) | [www.le.ac.uk/bookshop](http://www.le.ac.uk/bookshop)

Twitter: [@LeicUniBookshop](https://twitter.com/LeicUniBookshop) | Facebook: [www.facebook.com/UoLBookshop](http://www.facebook.com/UoLBookshop)

### Other Important University Services

There are a number of other University services that you might find helpful during your time here at Leicester:

- English Language Training Unit (ELTU) [http://www2.le.ac.uk/offices/eltu](http://www2.le.ac.uk/offices/eltu)
- University Chaplaincy and Prayer rooms for students [http://www2.le.ac.uk/institution/chaplaincy](http://www2.le.ac.uk/institution/chaplaincy)

### University Regulations

**Senate Regulations** ([www.le.ac.uk/sas/regulations](http://www.le.ac.uk/sas/regulations)) contain rules and other important information about being a taught postgraduate student at the University of Leicester. The Regulations are part of the formal contract between you and the University; you will have confirmed when completing registration that you will comply with procedures defined in the University’s Regulations.

The **Quick Guide to Student Responsibilities** ([www.le.ac.uk/sas/regulations/responsibilities](http://www.le.ac.uk/sas/regulations/responsibilities)) summarises some of your most important responsibilities as a student at Leicester, as defined in detail in the Regulations. These responsibilities relate to:

- attendance
- submission of work by set deadlines
- term time employment (full-time students – Home/EU and International)
- illness or other circumstances impacting upon studies
- maintaining your personal details
- the additional responsibilities of international students

Failure to adhere to student responsibilities can have serious consequences and may lead to the termination of your studies.

### Student Responsibilities

The University expects its students to behave responsibly and with consideration to others at all times. The University’s expectations about student behaviour are described in:

- the Student Charter
- the Regulations governing Student Discipline
- the Student Code of Social Responsibility
- the Code of Practice governing Freedom of Speech
- the University’s regulatory statement concerning Harassment and Discrimination

These can be found at www.le.ac.uk/senate-regulations

**Attendance and Engagement Requirements**

Attendance and engagement with your course is an essential requirement for success in your studies. The University’s expectations about attendance are defined in Senate Regulation 4: governing student obligations (see www.le.ac.uk/senate-regulation4). Full-time students must reside in Leicester, or within easy commuting distance of the city, for the duration of each semester. You should attend all lectures, seminars, practical sessions and other formal classes specified in your course timetable, unless you have been officially advised that attendance at a particular session is not compulsory or you have received formal prior approval for absence. You are also expected to undertake all assessments set for you.

The University operates a Student Attendance Monitoring procedure. Your attendance will be monitored throughout the academic year and if sessions are missed without an acceptable explanation being provided to your School then neglect of academic obligations procedures will be initiated. This may result in your course of study being terminated.

If you are an international student and your course is terminated this will be reported to UK Visas and Immigration (UKVI), in line with University sponsor obligations.

Schools are empowered to authorise short absences for personal reasons, but requests for absences of more than 7 days must be explicitly approved by the University, and will only be granted if the School is in agreement with the proposal, and if the student concerned takes full responsibility for the completion of outstanding academic work. This procedure also applies if the absence is required for religious reasons, but as students are required to notify the Registry at the beginning of each academic year if there are likely to be religious reasons for any absence during that year, academic Schools and administrative offices are expected to utilise this information pro-actively, so that any specific religious needs can be anticipated, and where practicable, met. Authorisation of short absences will also apply to attendance checkpoints for international students.

**Neglect of Academic Obligations**

You are expected to attend all learning and teaching events which are timetabled for you. These include lectures, tutorials or practical classes. You are also expected to submit work within the deadlines notified to you. Persistent failure to attend taught sessions and/or to submit work, without good cause, will be considered to be a neglect of academic obligations. School procedures for dealing with neglect are set out within the University’s regulations (see http://www.le.ac.uk/senate-regulation4 ‘Neglect of academic obligations’). In the most serious of cases of neglect the University has the right to terminate a student’s course.

**Examination Regulations**

If your course involves any exams you must ensure that you are familiar with the University's Examination Regulations (www.le.ac.uk/sas/assessments/examregs). These contain a variety of regulatory information and instructions relating to exams, including the rules governing:

- scheduling
- admittance
• student conduct
• permitted and prohibited items and clothing
• use of calculators and dictionaries
• absence due to illness
• cheating

You can also find information about exams in the Students’ Guide to Exams (www.le.ac.uk/sas/assessments/examsguide)
Course details

Media and Communication currently run a total of eight Postgraduate Programmes:

MA Mass Communication

MA Media and Public Relations

MA New Media and Society

MA Media and Advertising

MA Global Media & Communication

MA Media, Culture and Society

MA Journalism Studies

MA International Communication and Culture

This part of the handbook informs you of your Programme-Specific requirements, how your studies will look on a module and Semester basis, and advise you on assignment submission. Please go to the Programme you have registered on to find your tailored information.
MA Mass Communications

Dear students,

What an exciting time it is to be studying the role of the media and communication technologies in the world we live in! Your degree will introduce you to the impressive histories of our field, guide you through the theoretical frameworks on which our field is based, and push you to explore what is changing in the media environments around us. You will study topics to do with the press, broadcasting and the internet and new media, and all along we will encourage you to critically assess what you read, think carefully about the implications of theories in the world around us, and ask questions about what you learn. We are always here to answer your questions – meet us in our office hours, get the most out of your lectures and seminars by doing some reading in advance, hunt down all those readings from the library and the electronic library, and approach the twelve months ahead with all the enthusiasm you have! The relationship between the media and society, politics, culture, law, the economy and our everyday lives is as complex as it is exciting, and we expect you to work on linking what you study about, and instances from the media and the world out there.

We are looking to develop critical and inquisitive minds – students who ask questions of us, who connect what we teach to the world we live in, and who make the most of our time, our resources in the library and the lectures, and put in the hard work for assessments. As the Programme Director, my email inbox is always open to you – simply write to me at rd207@le.ac.uk with your questions, and come and see me in my office hours. All your module lecturers and seminar tutors will have a similar policy and will be ready to meet you, speak to you and answer your questions.

So, welcome to Leicester, welcome to the MA in Mass Communications!

Ranjana Das
Programme Director, MA Mass Communications
Programme Structure

The Programme consists of five core modules, two option modules selected from a range of options offered, and a dissertation based on individually supervised research. The Programme structure is as follows:

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7009 – Contemporary Issues in Media and Cultural Studies (15 credits)</td>
<td>MS7013 – Approaches to Media Audiences (15 credits)</td>
<td>MS7012 – Dissertation (continued)</td>
</tr>
<tr>
<td>MS7002 – Mass Communication Theory (20 credits)</td>
<td>MS7015 – Research Design and Research Practice (30 credits)</td>
<td></td>
</tr>
<tr>
<td>MS7004 – Media and Communication Research Methods (20 credits)</td>
<td>Option 1 (10 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option 2 (10 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MS7012 – Dissertation (60 credits)</td>
<td></td>
</tr>
</tbody>
</table>
Programme Textbooks

During your first week at the University of Leicester, you will be given one textbook appropriate to the Programme you are studying:

<table>
<thead>
<tr>
<th>BOOK TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FORMAT</th>
</tr>
</thead>
</table>

Reading lists will be provided to you per module within your Module Handbooks on Blackboard, so please make sure you check online regularly for this and any additional recommended reading which will also be uploaded to Blackboard.

Assessments for Core Modules:

Below is a table showing the assignments for each of your core modules for Semester 1 and 2. Deadlines will be communicated to students once teaching has begun.

<table>
<thead>
<tr>
<th>Module</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7002</td>
<td>3500 Word Summative Essay (100%)</td>
</tr>
<tr>
<td>MS7004</td>
<td>SPSS Computer Assignment (20%)</td>
</tr>
<tr>
<td></td>
<td>3500 Word Group Assignment Report (55%)</td>
</tr>
<tr>
<td></td>
<td>800 Word Individual Reflective Report (25%)</td>
</tr>
<tr>
<td>MS7009</td>
<td>Formative Essay and Essay Plan</td>
</tr>
<tr>
<td></td>
<td>3000 Word Summative Essay (100%)</td>
</tr>
<tr>
<td>MS7013</td>
<td>3000 Word Essay (100%)</td>
</tr>
<tr>
<td>MS7015</td>
<td>Discussion Board Activities (10%)</td>
</tr>
<tr>
<td></td>
<td>2000 word research design and critique (50%)</td>
</tr>
<tr>
<td></td>
<td>1000 word critical evaluation of a methodology (20%)</td>
</tr>
<tr>
<td></td>
<td>1000 word annotated bibliography (20%)</td>
</tr>
</tbody>
</table>
MA Media and Public Relations

Welcome to the MA Media and Public Relations!

The MA Media and Public Relations is a one-year full-time taught programme. The programme aims to teach students about the rise of the public relations industry and its modern forms of practice.

It will introduce students to the study of PR as an academic discipline, approaching PR from a range of critical and theoretical perspectives. It will explore the practice of PR and the skills that are important to this sector. It will examine classic and emerging PR strategies and the use of research to inform PR campaigns and to measure their impact and effectiveness. The programme also covers strategic communication management. It will examine how commercial organisations and NGOs campaigning for social change use PR techniques to promote themselves and how crisis communication tools are applied to address challenges in organisational environments.

Public relations are an increasingly attractive career option. The profession is creatively vibrant and experiencing global growth. The roles are varied and challenging, and there are employment opportunities within a wide range of companies, agencies and organisations across the private, public and voluntary sectors. But PR isn’t just an exciting career option. As a profession that: utilises a wide range of techniques with the aim of influencing public policy and discourses; produces its own media content; and initiates forms of dialogue and citizen participation, PR is an increasingly important subject of academic study. There are widespread concerns around so called “spin doctors”, manipulation and propaganda. PR may bring benefits to those who use it, but we will also need to get to grips with the ideas, issues and controversies surrounding the profession.

I am looking forward to meeting and working with you all.

Scott Davidson

Programme Director, MA Media and Public Relations
**Programme Structure**

The Programme consists of five core modules, two option modules selected from a range of options offered, and a dissertation based on individually supervised research. The Programme structure is as follows:

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7078 - Public Relations: Culture and Society</td>
<td>MS7310 – Strategic Communications Management</td>
<td>MS7012 – Dissertation (continued)</td>
</tr>
<tr>
<td>(30 credits)</td>
<td>(20 credits)</td>
<td></td>
</tr>
<tr>
<td>MS7079 – PR, Journalism and Networked Media</td>
<td>MS7307 – Promotional Cultures</td>
<td></td>
</tr>
<tr>
<td>(15 credits)</td>
<td>(20 credits)</td>
<td></td>
</tr>
<tr>
<td>MS7400 – Media Research Methods</td>
<td>Option 1</td>
<td></td>
</tr>
<tr>
<td>(15 credits)</td>
<td>(10 credits)</td>
<td></td>
</tr>
<tr>
<td>Option 2</td>
<td>MS7012 – Dissertation</td>
<td></td>
</tr>
<tr>
<td>(10 credits)</td>
<td>(60 credits)</td>
<td></td>
</tr>
</tbody>
</table>
Programme Textbooks

During your first week at the University of Leicester, you will be given one textbook appropriate to the Programme you are studying:

<table>
<thead>
<tr>
<th>BOOK TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Routledge Handbook of Critical Public Relations</td>
<td>L’Etang, Jacquie; McKie, David; Snow, Nancy; Xifra, Jordi (2016)</td>
<td>Routledge</td>
<td>Hard Copy</td>
</tr>
</tbody>
</table>

Reading lists will be provided to you per module within your Module Handbooks on Blackboard, so please make sure you check online regularly for this and any additional recommended reading which will also be uploaded to Blackboard.

Assessments for Core Modules:

Below is a table showing the assignments for each of your core modules for Semester 1 and 2. Deadlines will be communicated to students once teaching has begun.

<table>
<thead>
<tr>
<th>Module</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7078</td>
<td>3000 Word Essay (70%)</td>
</tr>
<tr>
<td></td>
<td>2000 Critical Reading and Evaluation (30%)</td>
</tr>
<tr>
<td>MS7079</td>
<td>3000 Word Essay (100%)</td>
</tr>
<tr>
<td>MS7400</td>
<td>1000 word Research Reflection Report (35%)</td>
</tr>
<tr>
<td></td>
<td>2000 – 2500 word Research Design Exercise (65%)</td>
</tr>
<tr>
<td>MS7307</td>
<td>3000 Word Essay (100%)</td>
</tr>
<tr>
<td>MS7310</td>
<td>4000 word Case Study Report and Analysis (100%)</td>
</tr>
</tbody>
</table>
MA New Media and Society

Welcome to the MA New Media and Society!

The MA New Media and Society programme is a one-year full time taught programme. This programme will provide a comprehensive grounding in the theories, approaches and research necessary for studying and analysing new media and information structures and processes in both micro and macro contexts.

You will look in depth at new media technologies and their impact and influences on society, culture, politics and human psychology. The course will provide you with a critical understanding of the historical background and recent developments and trends in new media. You will also gain a comprehensive understanding of the key concepts associated with the new media, including the network society, digital capitalism, online behaviour and persuasive digital environments.

The programme will equip you with the ability to reflect critically on the relationship between new media and society and you will develop research skills specifically developed for new media and the online world (e.g. social network analysis, opinion mining, etc.), which will enable you to engage confidently with all aspects of new media and new technologies.

Giuseppe Veltri & Alison Harvey
Programme Directors, MA New Media and Society
Programme Structure

The Programme consists of five core modules, two 10 credit option modules OR one 20 credit option module selected from a range of options offered, and a dissertation based on individually supervised research. The Programme structure is as follows:

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MS7060 – The Sociology of New Media</strong>&lt;br&gt;(30 credits)</td>
<td><strong>MS7042 – Research Methods for the Online World</strong>&lt;br&gt;(20 credits)</td>
<td><strong>MS7012 – Dissertation</strong>&lt;br&gt;(continued)</td>
</tr>
<tr>
<td><strong>MS7061 – The Politics of Digital Media</strong>&lt;br&gt;(15 credits)</td>
<td><strong>MS7224 – New Media, Online Persuasion and Behavioural Change</strong>&lt;br&gt;(20 credits)</td>
<td></td>
</tr>
<tr>
<td><strong>MS7400 – Media Research Methods</strong>&lt;br&gt;(15 credits)</td>
<td><strong>Option 1</strong>&lt;br&gt;(10 credits)</td>
<td><strong>OR</strong>&lt;br&gt;1 x 20 Credit Option</td>
</tr>
<tr>
<td></td>
<td><strong>Option 2</strong>&lt;br&gt;(10 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MS7012 – Dissertation</strong>&lt;br&gt;(60 credits)</td>
<td></td>
</tr>
</tbody>
</table>
Programme Textbooks

During your first week at the University of Leicester, you will be given one textbook appropriate to the Programme you are studying:

<table>
<thead>
<tr>
<th>BOOK TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FORMAT</th>
</tr>
</thead>
</table>

Reading lists will be provided to you per module within your Module Handbooks on Blackboard, so please make sure you check online regularly for this and any additional recommended reading which will also be uploaded to Blackboard.

Assessments for Core Modules:

Below is a table showing the assignments for each of your core modules for Semester 1 and 2. Deadlines will be communicated to students once teaching has begun.

<table>
<thead>
<tr>
<th>Module</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7060</td>
<td>2000 Word Formative Essay and Essay Plan</td>
</tr>
<tr>
<td></td>
<td>Formative Seminar Presentation</td>
</tr>
<tr>
<td></td>
<td>4000 Word Essay (100%)</td>
</tr>
<tr>
<td>MS7061</td>
<td>200 word Formative Essay and Essay Plan</td>
</tr>
<tr>
<td></td>
<td>Individual Formative Presentation</td>
</tr>
<tr>
<td></td>
<td>3000-3500 Word Essay (100%)</td>
</tr>
<tr>
<td>MS7400</td>
<td>1000 word Research Reflection Report (35%)</td>
</tr>
<tr>
<td></td>
<td>2000 – 2500 word Research Design Exercise (65%)</td>
</tr>
<tr>
<td>MS7042</td>
<td>Research Project Proposal (50%)</td>
</tr>
<tr>
<td></td>
<td>Multiple Choice Quiz (50%)</td>
</tr>
<tr>
<td>MS7224</td>
<td>1000 word Portfolio (30%)</td>
</tr>
<tr>
<td></td>
<td>2500 word Research Essay (70%)</td>
</tr>
</tbody>
</table>
MA Media and Advertising

Welcome to the MA Media and Advertising!

Advertising is everywhere and is free: just like the air we breathe, it surrounds us and the majority of people - including you! - end up consuming it unconsciously.

This is precisely why the MA Media and Advertising aims at providing you with the necessary tools to evaluate its role in contemporary societies in a critical way, adopting theories and methodologies from Media and Communication Studies, Cultural Studies, Marketing, Consumer Studies, etc.

Living in a globalised world, characterized by media convergence, one of this Master's priorities is to develop your analytical skills in reading advertising campaigns from different media (including print, audio-visual and digital media), as well as a variety of countries and cultures.

This year will be exciting and demanding, challenging and rewarding: I hope you will enjoy this experience and make the most out of it.

Looking forward to meeting you all,

Giovanna Puppin

Programme Director, MA Media and Advertising
**Programme Structure**

The Programme consists of five core modules, and either three 10 credit option modules OR one 20 credit and two 10 credit option modules selected from a range of options offered, and a dissertation based on an individually-supervised piece of research (Dissertation). The Programme structure is as follows:

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7047 – Introduction to Advertising and Media (20 credits)</td>
<td>MS7306 – Advertising Research Methods (20 credits)</td>
<td>MS7012 – Dissertation (continued)</td>
</tr>
<tr>
<td>MN7360 – Principles and Practices of Marketing (15 credits)</td>
<td>MS7307 – Promotional Cultures (20 credits)</td>
<td></td>
</tr>
<tr>
<td>MN7283 - Consumer Behaviour (15 credits)</td>
<td>Option 1 (10 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option 2 (10 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Option 3 (10 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MS7012 – Dissertation (60 credits)</td>
<td></td>
</tr>
</tbody>
</table>

OR
1 x 20 Credit Option

AND
2 x 10 Credit Options
Programme Textbooks

During your first week at the University of Leicester, you will be given one textbook appropriate to the Programme you are studying:

<table>
<thead>
<tr>
<th>BOOK TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FORMAT</th>
</tr>
</thead>
</table>

Reading lists will be provided to you per module within your Module Handbooks on Blackboard, so please make sure you check online regularly for this and any additional recommended reading which will also be uploaded to Blackboard.

Assessments for Core Modules:

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<table>
<thead>
<tr>
<th>Module</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7047</td>
<td>3000 Word Critical Analysis (100%)</td>
</tr>
<tr>
<td>MN7283</td>
<td>Exam (100%)</td>
</tr>
<tr>
<td>MN7360</td>
<td>Essay (100%)</td>
</tr>
<tr>
<td>MS7306</td>
<td>3000 word Group Project (80%)</td>
</tr>
<tr>
<td></td>
<td>800 word Individual Reflective Account (20%)</td>
</tr>
<tr>
<td>MS7307</td>
<td>3000 Word Essay (100%)</td>
</tr>
</tbody>
</table>
MA Global Media and Communication

Welcome to the MA Global Media and Communication!

The MA in Global Media and Communication provides a comprehensive grounding in theories, perspectives and research relating to globalisation, global media and communications. The course’s core focus is on the different political, economic and cultural dynamics of national and transnational media and communications.

Through a variety of core and optional modules, you will critically examine the role of media and communications technology in shaping cultures and societies, influencing development processes and linking different transnational communities. You will investigate how media and communications are central to the changing structures, boundaries and flows of our increasingly globalised world and look at the key influence of digital media and web-based cultures. We will pay particular attention to global development and inequalities, and you will explore the ways in which communication processes can be seen to both widen and close the gap between the global ‘north’ and ‘south’.

On completing this course, you will have developed a critical understanding of the relationship between processes of globalisation, media and communications and their diverse impacts on social change, as well as the relationship between communication and development processes. You will have developed an understanding of the contemporary and historical processes shaping globalisation in the digital era, and you will acquire the necessary advanced analytical and research skills which will be essential for your dissertation project.

This postgraduate degree provides an excellent grounding for you to progress in a wide range of professions. Many of our graduates have returned to careers where the MA has allowed them to advancement to a higher position.

I hope you all enjoy the course.

Dr. Bernhard Forchtner
Programme Director, MA Global Media and Communication
Programme Structure

The Programme consists of four core modules, three option modules (1 x 20 credits and 2 x 10 credits) selected from a range of options offered, and a dissertation based on individually supervised research. The Programme structure is as follows:

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7082 – Global Communications and Development</td>
<td>MS7024 – Research Design and Communication</td>
<td>MS7012 – Dissertation (continued)</td>
</tr>
<tr>
<td>(30 credits)</td>
<td>(20 credits)</td>
<td></td>
</tr>
<tr>
<td>MS7083 – Theories of Globalization and New Media</td>
<td>Option 1</td>
<td></td>
</tr>
<tr>
<td>(15 credits)</td>
<td>(10 credits)</td>
<td></td>
</tr>
<tr>
<td>MS7400 – Media Research Methods</td>
<td>Option 2</td>
<td></td>
</tr>
<tr>
<td>(15 credits)</td>
<td>(10 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Option 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(20 credits)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MS7012 – Dissertation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(60 credits)</td>
</tr>
</tbody>
</table>
Programme Textbooks

During your first week at the University of Leicester, you will be given one textbook appropriate to the Programme you are studying:

<table>
<thead>
<tr>
<th>BOOK TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Communication: Reframing the Role of the Media</td>
<td>McPhail, Thomas (ed)</td>
<td>Wiley Blackwell</td>
<td>Hard Copy</td>
</tr>
</tbody>
</table>

Reading lists will be provided to you per module within your Module Handbooks on Blackboard, so please make sure you check online regularly for this and any additional recommended reading which will also be uploaded to Blackboard.

Assessments for Core Modules:

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<table>
<thead>
<tr>
<th>Module</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7082</td>
<td>3500-4000 Word Essay (80%)</td>
</tr>
<tr>
<td></td>
<td>500 Word Critical Reading Exercise (10%)</td>
</tr>
<tr>
<td></td>
<td>Attendance and participation in seminar discussion activities (10%)</td>
</tr>
<tr>
<td>MS7083</td>
<td>2500-3000 Word Essay (100%)</td>
</tr>
<tr>
<td>MS7400</td>
<td>1000 word Research Reflection Report (35%)</td>
</tr>
<tr>
<td></td>
<td>2000 – 2500 word Research Design Exercise (65%)</td>
</tr>
<tr>
<td>MS7024</td>
<td>Portfolio (50%)</td>
</tr>
<tr>
<td></td>
<td>1500 – 2000 Word Dissertation Proposal (50%)</td>
</tr>
</tbody>
</table>
MA Media, Culture and Society

Welcome to the MA Media, Culture and Society!
The MA Media, Culture and Society is a one-year full-time taught programme. Bringing together the disciplines of cultural studies, media and sociology, the programme aims to help you develop a solid understanding of our social and political world through the study of media and culture in all its forms.

By applying a range of media research methods and concepts to the study of media and communication, you will build for yourself an awareness and understanding of this field which will form a solid basis for further study. You will have the opportunity to analyse and assess a variety of textual and audio-visual material; discuss the significance of theories of society, media and culture for understanding the world in which we live; and assess the relevance and quality of a wide range of primary and secondary sources and empirical research evidence. Throughout the course you will also have the opportunity to develop and pursue your own ideas and research interests. Taught by staff from the School of Media, Communication and Sociology (MCS), this MA covers a wide range of themes including games studies, media solidarities and human rights, social media and digital politics, and gender politics in the media. We expect this course to inspire many students to progress to a PhD on a relevant or related topic, whether at Leicester or elsewhere.

I look forward to meeting you all!

Dr Maria Rovisco
Programme Director, MA Media, Culture and Society
Programme Structure

The Programme consists of three core modules, three option modules selected from a range of options offered from both Media AND Sociology, and a dissertation based on individually supervised research. The Programme structure is as follows:

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7009 – Contemporary Issues in Media and Cultural Studies (15 credits)</td>
<td>Option 1 (Media or Sociology) (20 credits)</td>
<td>MS7012 – Dissertation (continued)</td>
</tr>
<tr>
<td>MS7332 – Real World Research (15 credits)</td>
<td>Option 2 (Media or Sociology) (20 credits)</td>
<td></td>
</tr>
<tr>
<td>SY7037 – Social and Cultural Theory (15 credits)</td>
<td>Option 3 (Media or Sociology) (20 credits)</td>
<td>MS7012 – Dissertation (60 credits)</td>
</tr>
</tbody>
</table>
Programme Textbooks

During your first week at the University of Leicester, you will be given one textbook appropriate to the Programme you are studying:

<table>
<thead>
<tr>
<th>BOOK TITLE</th>
<th>AUTHOR</th>
<th>PUBLISHER</th>
<th>FORMAT</th>
</tr>
</thead>
</table>

Reading lists will be provided to you per module within your Module Handbooks on Blackboard, so please make sure you check online regularly for this and any additional recommended reading which will also be uploaded to Blackboard.

Assessments for Core Modules:

Below is a table showing the assignments for each of your core modules for Semester 1 and 2. Deadlines will be communicated to students once teaching has begun.

<table>
<thead>
<tr>
<th>Module</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7009</td>
<td>Formative Essay and Essay Plan</td>
</tr>
<tr>
<td></td>
<td>3000 Word Summative Essay (100%)</td>
</tr>
<tr>
<td>MS7332</td>
<td>Presentation (50%)</td>
</tr>
<tr>
<td></td>
<td>2,700 Word Portfolio (50%)</td>
</tr>
<tr>
<td>SY7037</td>
<td>4000 Word Essay (100%)</td>
</tr>
</tbody>
</table>
MA International Communication and Culture

Welcome to the MA International Communication and Culture!

The MA International Communication and Culture is a one-year full-time taught programme. This degree provides a theoretical and practical understanding of global communication as a cultural process. During the course, you will discover how cultural meanings are carried within every message and what their effects are at an international level – how they are mediated, interpreted and translated.

You will gain the skills required to critically explore messages and their meanings in a globalised world. You will also learn how to translate and interpret the delivery of these messages to international audiences and markets, and develop the ability to negotiate and promote intended meaning. You will develop strong intercultural communication skills alongside theoretical and practice-based understanding of the dynamics of intercultural interactions, transnational media in an ever-globalising world.

We live in a world connected by complex means of communication across cultures and transnational media, and this MA responds directly to the global demand of employers, which will prepare you for a host of opportunities in the workplace. This degree is ideal if you have studied culture or communication and wish to gain a more practical element to your knowledge with a focus on international markets, or if you work in the industry and would like to get a more thorough understanding of transcultural communication, which is directly linked to your own professional experience.

I am looking forward to meeting and working with you all.

Dr Christian Morgner
Programme Director, MA International Communication and Culture
Programme Structure

The Programme consists of four core modules, and two 20 credit option modules (one in each semester) selected from those offered, and a dissertation based on individually supervised research. The Programme structure is as follows:

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7120 – Transnational Flows, Mediascapes and</td>
<td>MS7124 - Representing Intercultural Meaning:</td>
<td>MS7126 – Dissertation</td>
</tr>
<tr>
<td>Global Meaning-Making in Intercultural Contexts</td>
<td>Exhibition Making</td>
<td></td>
</tr>
<tr>
<td>(20 contexts)</td>
<td>(20 credits)</td>
<td>(60 credits)</td>
</tr>
<tr>
<td>MS7121 – Analysing Transnational and</td>
<td>MS7125 – Media Production Across Cultures and</td>
<td></td>
</tr>
<tr>
<td>Intercultural Meaning: Images and Film /</td>
<td>Organisations</td>
<td></td>
</tr>
<tr>
<td>Language, Texts and Discourses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(20 credits)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option 1</td>
<td>Option 2</td>
<td></td>
</tr>
<tr>
<td>(20 credits)</td>
<td>(20 credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ML7126 – Dissertation</td>
<td>(60 credits)</td>
</tr>
</tbody>
</table>
Programme Textbooks
There are no hard copy textbooks for you to collect for this programme, however reading lists will be provided to you per module within your Module Handbooks on Blackboard, so please make sure you check online regularly for this and any additional recommended reading which will also be uploaded to Blackboard.

Assessments for Core Modules:
Below is a table showing the assignments for each of your core modules for Semester 1 and 2. Deadlines will be communicated to students once teaching has begun.

<table>
<thead>
<tr>
<th>Module</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS7120</td>
<td>15 – 20 minute Presentation (25%)</td>
</tr>
<tr>
<td></td>
<td>2500 – 3000 word Essay (75%)</td>
</tr>
<tr>
<td>MS7121</td>
<td>15 – 20 minute Presentation (25%)</td>
</tr>
<tr>
<td></td>
<td>2500 – 3000 word Essay (75%)</td>
</tr>
<tr>
<td>MS7124</td>
<td>Group Exhibition Proposal (40%)</td>
</tr>
<tr>
<td></td>
<td>Individual Workbook (30%)</td>
</tr>
<tr>
<td></td>
<td>1000 word Individual Reflection on Practice (30%)</td>
</tr>
<tr>
<td>MS7125</td>
<td>Presentation (25%)</td>
</tr>
<tr>
<td></td>
<td>Project Proposal (75%)</td>
</tr>
</tbody>
</table>
Programme and Module Specifications

View the programme and module specifications for your course via [www.le.ac.uk/sas/courses](http://www.le.ac.uk/sas/courses)

In the programme specification you will find a summary of the aims of your course of study and its learning outcomes, alongside details of its teaching and learning methods and means of assessment. The programme specification also identifies the core modules that make up the course and any choice of optional modules. Each module has its own specification that formally records that module’s aims, teaching and learning methods, assessment components and their percentage weighting.

Teaching Timetable

Timetables for students will be published via [My Student Record](http://mysrecord) during Registration Week, in time for the beginning of teaching on October 3rd 2016. Students will be notified of when and where the Timetables can be viewed when they are published. **Please make sure to check your timetable on a regular basis.**

Coursework Submission

You must submit your assignment electronically to TurnitinUK via Blackboard **under the relevant module on Blackboard** e.g. MS7400 assignments should be submitted under the MS7400 module. The following link is to a short presentation on how to submit an assignment via Turnitin: [https://connect.le.ac.uk/tiisubmission](https://connect.le.ac.uk/tiisubmission)

Submitting online will also mean that you will be confirming to us that the work you have handed in is your own work and that you have acknowledged all your sources (**Please read carefully the section below on ’Referencing and Academic Integrity’**).

You should make sure that you submit your assignments by their due date to avoid any marks being deducted for lateness. Penalties for late submission of coursework follow the University scheme defined in Regulations governing the assessment of taught programmes (see [www.le.ac.uk/senate-regulation7](http://www.le.ac.uk/senate-regulation7) or [www.le.ac.uk/sas/assessments/late-submission](http://www.le.ac.uk/sas/assessments/late-submission)).
**Important points to remember**

- **You will only be able to submit each assignment once.** All assignments will be processed automatically through TurnitinUK, which is also our plagiarism detection service.
- **No additions or amendments will be accepted after the deadline,** so please ensure the work you are submitting is the version you wish to be assessed.
- It is your responsibility to allow yourself plenty of time to submit your work to Blackboard. **Essays received on Blackboard after the deadline will be classed as late.** Please see the section on mitigating circumstances.
- It is advised that students should try and aim to **submit their coursework an hour BEFORE** the deadline time to avoid any last minute problems.
- **Computer issues are not accepted as an excuse for late submission.** If you are having technical difficulties, you MUST email your assignment to pgassessment@le.ac.uk with an explanation of your problem BEFORE the deadline date.
- **Make sure you submit to the correct hand-in point in Blackboard.** Work submitted incorrectly may lead to delays in marking and return of feedback.
- **Remember to type in your student number where it asks for submission title** (or Group Number in the case of group work).
- For group work, please nominate **ONE** member of the group to submit the report on behalf of the group.
- **All assignments are marked at the same time** – there is no early marking of assignments if they are handed in early.

**Change of Course/Module**

Discuss your options with your personal tutor, or another appropriate member of staff in your School, if you are considering a change of course or module. Changes of course or module require approval by your School and will only be allowed in certain circumstances.

See [www.le.ac.uk/sas/courses/transfercourse](http://www.le.ac.uk/sas/courses/transfercourse) or [www.le.ac.uk/sas/courses/transfermodule](http://www.le.ac.uk/sas/courses/transfermodule) for details of the procedures involved and deadlines that apply.
Marking and Assessment Practices

Student anonymity will be preserved during the marking of all formal examinations. Summative coursework (i.e. coursework that contributes to your module mark or grade) will be marked anonymously unless there are sound educational reasons for not doing so, or the type of assessment makes marking impractical.

Each programme at the University has one or more External Examiners, who are members of staff of other institutions that review the academic standards at the University and confirm that these are appropriate and comparable with other Universities.

The External Examiners for your courses are listed at: [www.le.ac.uk/sas/assessments/external/current-postgraduate-external-examiners](http://www.le.ac.uk/sas/assessments/external/current-postgraduate-external-examiners).

Previous External Examiners reports can be found at: [https://exampapers.le.ac.uk/xmlui/handle/123456789/170](https://exampapers.le.ac.uk/xmlui/handle/123456789/170)

### Assessment Criteria 2015/16 Postgraduate

<table>
<thead>
<tr>
<th>Grade Band</th>
<th>Assessment Criteria</th>
</tr>
</thead>
</table>
| **Distinction**  
‘A’  
85-100% | Knowledge, comprehension, and application of topic/subject matter  
- Demonstrates excellent knowledge and exemplary grasp of subject  
- Demonstrates an excellent comprehension of theory and evidence/data collected  
- Demonstrates exceptional originality in terms of critical thinking and research  

Analysis and argument  
- Fluent, authoritative, flowing expression that supports a convincing and balanced argument  
- Excellent coverage of relevant issues  

Use of appropriate literature and research  
- Excellent synthesis or evaluation of relevant materials and associated texts  
- Draws on a wide selection of material with emphasis on the most appropriate and relevant texts  

Presentation, structure and academic practice  
- Correct referencing style  
- Excellent structure with focus on clearly identified relevant issues  

Transferable/employability skills  
- Demonstrates excellent analytical and critical evaluation skills  
- Excellent overall presentation and style |
| **Distinction**  
‘A’  
70-84% | Knowledge, comprehension, and application of topic/subject matter  
- Demonstrates very good knowledge and grasp of subject  
- Demonstrates a very good comprehension of theory and evidence/data collected  
- Demonstrates some clear originality in terms of critical thinking and research |
### Analysis and argument
- Fluent, authoritative, flowing expression that supports a convincing and balanced argument
- Very good coverage of relevant issues

### Use of appropriate literature and research
- Very good synthesis of relevant materials and associated texts
- Draws on a wide selection of material

### Presentation, structure and academic practice
- Correct referencing style
- Very good structure with focus on clearly identified relevant issues

### Transferable/employability skills
- Demonstrates very good analytical and critical evaluation skills
- Very good overall presentation and style

#### Merit
- **‘B’**
- **65-69%**

**Knowledge, comprehension, and application of topic/subject matter**
- Good knowledge and sound grasp of subject
- Good comprehension of theory and use of evidence, though some minor inconsistencies or inaccuracies may be evident
- Demonstrates some degree of originality in terms of critical thinking and research

**Analysis and argument**
- Clear demonstration of analytical and critical evaluation skills
- Development of a convincing and balanced argument

**Use of appropriate literature and research**
- Good evidence of the use of relevant literature, though the selection or integration may be in some part limited
- Good use of other relevant sources

**Presentation, structure and academic practice**
- Correct referencing style
- Good structure with focus on clearly identified relevant issues
- Good introduction and conclusion

**Transferable/employability skills**
- Demonstrates good analytical and critical evaluation skills
- Good overall presentation and style

#### 2.i Merit
- **‘B’**
- **60-64%**

**Knowledge, comprehension, and application of topic/subject matter**
- Sound knowledge and grasp of subject
- Sound theoretical comprehension and use of evidence, though some minor inconsistencies or inaccuracies may be evident
- Sound demonstration of originality in terms of critical thinking and
### Analysis and argument
- Sound demonstration of analytical and critical evaluation skills
- Sound development of a convincing and balanced argument, though critical evaluation and/or argument may be unbalanced (e.g. theory not well-linked to evidence)

### Use of appropriate literature and research
- Sound evidence of the use of relevant literature, though the selection or integration may be in some part limited
- Sound use of other relevant sources

### Presentation, structure and academic practice
- Correct referencing style
- Sound structure with focus on clearly identified relevant issues, though with some minor problems with presentation
- Sound introduction and conclusion

### Transferable/employability skills
- Demonstrates sound analytical and critical evaluation skills
- Sound overall presentation and style, though expression may be in places unsophisticated

<table>
<thead>
<tr>
<th>Pass</th>
<th>Knowledge, comprehension, and application of topic/subject matter</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘C’</td>
<td>Evidence of adequate knowledge and grasp of subject</td>
</tr>
<tr>
<td>50-59%</td>
<td>Satisfactory theoretical comprehension and use of evidence, though with some evident limitations, inaccuracies or inconsistencies</td>
</tr>
<tr>
<td></td>
<td>Competent coverage of relevant issues</td>
</tr>
<tr>
<td></td>
<td>Limited evidence of originality</td>
</tr>
</tbody>
</table>

### Analysis and argument
- A competent attempt at analysis and argument though somewhat limited, inconsistent or unbalanced (e.g. theory not well-linked to evidence)

### Use of appropriate literature and research
- Evidence of reading some relevant and appropriate materials
- Content drawn from a satisfactory range of primary and secondary sources, with competent use of this research
- Selection of material perhaps somewhat limited in scope, or too reliant on a small number of sources

### Presentation, structure and academic practice
- Correct (or generally-correct) referencing style
- Evidence of planning, though with some problems with presentation or structure
<table>
<thead>
<tr>
<th>Grade</th>
<th>Knowledge, comprehension, and application of topic/subject matter</th>
<th>Transferable/employability skills</th>
</tr>
</thead>
</table>
| Fail 40-49% | - Coursework does not address directly the set question, or answers only in cursory depth  
- Content largely description or regurgitation, with limited evidence of ability to evaluate critically  
- Demonstrates only a limited grasp of subject, and may demonstrate inaccurate or limited knowledge and/or unfocused or irrelevant material | 
- Competent use of introduction and conclusion  
- Passable analysis and presentation skills  
- Some clear spelling, grammar or presentation errors |
| Fail 1%-39% | - Failure to address and answer the question, or the answer provided is fundamentally incorrect, evincing little comprehension  
- Content largely description or regurgitation, with minimal application of knowledge  
- Little or no accuracy in factual knowledge/grasp of topic  
- Shows little evidence of comprehension of theory or evidence | 
- Demonstrates limited analytical and critical evaluation skills  
- Spelling, grammar, or presentation errors throughout |
| | Analysis and argument | Analysis and argument |
| | - Argument appears significantly underdeveloped or unbalanced, with limited evidence of comprehension of theory or evidence  
- Evaluation may be illogical, irrelevant, contradictory, and/or unsupported in places | - Failure to demonstrate critical analysis, likely because it is overly reliant on uncritical description or unsupported opinion |
| | Use of appropriate literature and research | |
| | - Very narrow selection of material, or use of inappropriate or irrelevant sources  
- Work does not show any real comprehension of the source materials, or make competent use of the available appropriate evidence | |
| | Presentation, structure and academic practice | |
| | - Poorly or inconsistently referenced  
- Coursework may be significantly too short  
- Lack of structural planning with weak introduction and/or conclusion | |
| | Transferable/employability skills | |
| | - Demonstrates limited analytical and critical evaluation skills  
- Spelling, grammar, or presentation errors throughout | |
Panels and Boards of Examiners

The Postgraduate Panel of Examiners meets at the end of EACH Semester, usually in February and June. These are Progress Panels which consider the marks of all the taught modules from Semesters one and two. Students who are required to resubmit assignments will be contacted by email with details within a week of receiving your results.

The Postgraduate Awarding Board of Examiners meets in November and will consider all students’ marks, including resubmitted work and Dissertations. You will receive informal notification of your degree results by email following the meeting. Please ensure the School has an up to date email address through which to contact you.

You will receive formal notification of your results from the University Registry online, after each Panel of Examiners has met. At this point you will be able to see your results within My Student Record. If you wish to have any of this information on headed paper, or a letter confirming your student status, please request them from Registry in the Charles Wilson Building on Campus either in person or via email via registry@le.ac.uk.

Resits / Resubmissions

Every student has a right to resubmit a piece of work if they failed on the first attempt. Once marks are released to students for an assignment, students who were given a mark below 50 will be invited to resubmit at a later date during the Academic Year. Letters with detailed information about resubmitting assignments will be sent to students via email within a week of receiving results. Postgraduate students are allowed to resubmit up to a maximum of 60 module credits of their Programme (Please see Senate Regulation 6 http://www2.le.ac.uk/offices/sas2/regulations/documents/sr5-undergraduates-sept-2016)

Students who fail the Dissertation will normally be invited to resubmit it at the end of January 2018, and upon passing, will be invited to Graduate in July 2018.

All resubmitted assignments will receive a maximum mark of 50%.
Feedback and the Return of Work from Staff

Coursework
The School complies with the University’s policy for the return of marked coursework (see www.le.ac.uk/sas/quality/student-feedback/return-of-marked-work for details of the full policy:

General principles:

- Feedback and provisional grading on coursework will be returned within 21 days of the submission date;
- In exceptional circumstances where this is not possible, you will be notified in advance of the expected return date and the reasons for the longer turn-round time and where possible staff will provide some interim feedback: for example in the form of generic feedback to the class regarding common errors and potential areas for improvement.

Examinations
The School complies with the University’s policy for the return feedback on examinations (see www.le.ac.uk/sas/quality/student-feedback/return-of-marked-work for details of the full policy:

General principles:

- Following the approval of the provisional results by examination boards, Schools will make the results available to students within 14 days. Where appropriate this will include a breakdown at the level of the examination and coursework.
- Schools will arrange for feedback on examination performance to be provided.

All feedback (including examination results) will be on Blackboard, where you will be able to see your results. Please visit this link for details on how to access your grades on Blackboard: http://www2.le.ac.uk/offices/ithelp/services/blackboard/assignments-and-grades/grade-centre/get-started/student-view

Please bear in mind that once assignments are submitted, they have to be processed, distributed to markers, moderated, and re-processed before marks are returned to you. You will only receive your feedback once results have been returned to the Campus Based Admin Team Office.

If you wish to dispute the mark or feedback you have received, you should contact the Marker of your assignment concerned to arrange an appointment. Following this if you still have concerns you should contact the relevant Module Tutor, and if you still have concerns after this please make an appointment with your Programme Director.

Progression and Classification of Awards
The University’s system for the classification of awards and the rules of progression are defined in the Regulations governing taught postgraduate programmes of study (www.le.ac.uk/senate-regulation6). Alternatively, refer to the Student and Academic Services website for information about degree classification and progression: www.le.ac.uk/sas/assessments/pgt-progressionaward

Any specific progression requirements for your course are stated in its programme specification (see http://www.le.ac.uk/sas/courses/documentation)
**Degree Classifications**

Postgraduates can achieve one of the following Degree classifications for their Masters Degree:

*University Senate Regulation 6.36: For a Masters programme with a structure of 120 credits of taught modules and a dissertation/research project of 60 credits, a student must have attempted every assessment component for each of the taught modules, unless mitigating circumstances have been accepted, and have achieved the following thresholds:*

<table>
<thead>
<tr>
<th>Degree Classification</th>
<th>Taught modules</th>
<th>Failed credit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Masters degree with</strong></td>
<td>A dissertation/project mark of at least 50% (grade C) and</td>
<td>No more than 30 credits with a mark of less than 50% (grade D), and no module mark less than 40% (grade F)</td>
</tr>
<tr>
<td><strong>Pass</strong></td>
<td>Either:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(a) An overall credit-weighted average mark of at least 50%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(b) At least 90 credits at 50% or above from the taught modules (grade C)</td>
<td></td>
</tr>
<tr>
<td><strong>Masters degree with</strong></td>
<td>A dissertation/project mark of at least 60% (grade B) and</td>
<td>No more than 15 credits with a mark of less than 50% (grade D), and no module mark less than 40% (grade F)</td>
</tr>
<tr>
<td><strong>Merit</strong></td>
<td>Either:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(a) An overall credit-weighted average mark of at least 60%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(b) At least 60 credits at 60% or above from the taught modules (grade B)</td>
<td></td>
</tr>
<tr>
<td><strong>Masters degree with</strong></td>
<td>A dissertation/project mark of at least 70% (grade A) and</td>
<td>No credits with a mark of less than 50%, (grade D) or less than 40% (grade F)</td>
</tr>
<tr>
<td><strong>Distinction</strong></td>
<td>Either:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(a) An overall credit-weighted average mark of at least 70%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(b) At least 60 credits at 70% or above from the taught modules (grade A)</td>
<td></td>
</tr>
</tbody>
</table>
Referencing and Academic Integrity

Principles of academic integrity apply to the work of everyone at the University, staff and students alike, and reflect the University’s commitment to maintaining the highest ethical and academic standards. A key part of this is acknowledging where and when, in the process of producing your own work, you have drawn on the work of others. In practice, this means that the ideas, data, information, quotations and illustrations you use in assignments, presentations, reports, research projects etc. must be credited to their original author(s). This process of crediting the work of others is achieved through referencing (see the section below on ‘Referencing styles’). Failure to do this properly is to risk committing plagiarism: the repetition or paraphrasing of someone else’s work without proper acknowledgement.

What we mean by ‘plagiarism’, ‘self-plagiarism’ and ‘collusion’

Plagiarism is used as a general term to describe taking and using another’s thoughts and writings and presenting them as if they are our own. Examples of forms of plagiarism include:

- the verbatim (word for word) copying of another’s work without appropriate and correctly presented acknowledgement;
- the close paraphrasing of another’s work by simply changing a few words or altering the order of presentation, with or without appropriate and correctly presented acknowledgement;
- unacknowledged quotation of phrases from another’s work;
- the presentation of another’s concept as one’s own;
- the reproduction of a student’s own work when it has been previously submitted and marked but is presented as original material (self-plagiarism).

Collusion is where work is prepared or produced with others but then submitted for assessment as if it were the product of individual effort. Unless specifically instructed otherwise, all work you submit for assessment should be your own and must not be work previously submitted for assessment either at Leicester or elsewhere. For more detailed information on how the university defines these practices, see also: www.le.ac.uk/sas/assessments/plagiarism

The University regards plagiarism and collusion as very serious offences and so they are subject to strict penalties. The penalties that schools are authorised to apply are defined in the Regulations governing student discipline (see www.le.ac.uk/senate-regulation ‘Plagiarism and collusion: Departmental penalties for plagiarism and/or collusion).

Resources and advice to help you study with integrity and avoid committing plagiarism

Negotiating these various rules, regulations and conventions can sometimes be a challenge, especially if they are new or different from previous experiences of studying. Check the Student Learning Development website for guidance on how to manage your studies so that you meet the required standards of critical scholarship and academic integrity: www2.le.ac.uk/offices/ld/resources/study/plagiarism-tutorial

If you are in any doubt about what constitutes good practice, ask your personal/academic tutors for advice or make an appointment with Student Learning Development for individual advice. You can book an appointment online by visiting: www.le.ac.uk/succeedinyourstudies

One of the most important practices in ensuring the academic integrity of your work is proper referencing. The following section contains details of how to ensure your work meets the specific referencing requirements for the discipline(s) you are studying.
Referencing style
You must use a consistent referencing style when referring to books and other publications that you have read for your coursework. Most subject areas have a specific referencing style which you are required to use. If you are on a Joint or Major/Minor programme you may find that your subjects use different referencing styles and it is important that you use the correct ones. To find out which referencing style each School uses, and for information and help on each referencing style, please visit http://www.le.ac.uk/library/help/referencing.

Requirements differ on how to arrange bibliographies (complete list of all reference and other sources at the end of your coursework) and whether references are included within the word count for your coursework – please refer to any separate guidance provided on these points.

Referencing Guidance for Students
The purpose of proper citing and referencing is to (a) appropriately acknowledge others for ideas that you have found useful, (b) allow readers to follow up on points that they may find useful, (c) allow critical readers to check your use of ideas, data, etc., for accuracy and fairness and, perhaps most importantly, (d) avoid charges of plagiarism.

The standard reference style for Media and Communication is the Harvard (Author, Date) System. In general, this means that works are cited within the text of the essay by giving the author’s surname and year of publication (and page number, if it is a direct quotation), and a single, alphabetized list of all works cited are listed at the end of the essay. Note that short quotations should appear within single quotation marks; longer quotations should be indented and single-spaced.

BOOKS

For a single author:

Within an essay: (McQuail, 1994: p.124)

Within a bibliography:

For two authors:

Within an essay: (Boyd-Barrett and Newbold, 1995)

Within a bibliography:

For more than two authors:

Within an essay: (Downing et al, 1995)

Within a bibliography:

A single author’s chapter in an edited collection:

Within an essay: (Schudson, 1991)

ARTICLES IN JOURNALS

Single author

Within an essay: (Gaziano, 1983: p.45)

Within a bibliography:


(Note – No. ‘10’ refers to the volume, no. 4 refers to the part or issue number, and the numbers 836-45 refer to the page numbers. The conventions for joint and multiple authorship of articles are as above.)

WEBSITES

Within an essay: (BBC News Online, 1998)

Within a bibliography:


For additional information, please see the Student Learning Centre online material: http://www2.le.ac.uk/library/help/citing/harvard-author-date-system/harvard-author-date-system

AN EXAMPLE OF REFERENCING IS SET OUT BELOW:

Many authors have examined the mass media in contemporary societies (Boyd-Barrett and Newbold, 1995; Curran and Seaton, 1997; Downing et al, 1995; Gaziano, 1983). [The authors are listed in alphabetic order to substantiate your claim]. The mass media 'have been increasingly subjected to systematic study' (McQuail, 1994: p. 1). [Quote referenced]. Downing et al, (1995) suggest that 'we are surrounded by a variety of mass produced cultural objects' (p. 1), [An alternative way to reference a quote] perhaps the most significant being television. Television has been the subject of much research (McQuail, 1994), and Schudson (1991) argues television is perhaps the most important source of news. However, what an audience sees is not a 'random reaction to random events' (Schlesinger, 1987: p. 82, in Boyd-Barrett and Newbold, 1995: p. 235). [Authors often quote from other books; such quotes should be referenced like so]. Much of the news an audience sees is contrived, especially political events like the party conferences (BBC News Online, 1998). [Online material should be referenced too]

All essays are submitted to TurnitinUK, the JISC Plagiarism Detection Service, and you are encouraged to consult the on-line JISC Advisory Service, which contains a wealth of information and guidance on avoiding plagiarism http://www.jiscpas.ac.uk/

Every Turnitin Portal will show a declaration by which the students agree to by submitting their work, which includes an understanding of what Plagiarism means, and that the work they are submitting is their own original work.
Notification of Ill Health and Other Mitigating Circumstances

Mitigating Circumstances

The University recognises that students may suffer from a sudden illness or other serious event or set of circumstances which adversely affects their ability to complete an assessment or the results they obtain for an assessment. In such cases the mitigating circumstances regulations and procedures may be applied. These regulations are designed to ensure the fair and consistent treatment of all students.

You must keep your School informed at all times of any personal circumstances that may impact upon your ability to study or undertake assessments. Tell your School(s) about any such circumstances at the time they occur. You need to supply supporting documentation (e.g. a medical certificate) as soon as possible and no later than the deadline relevant to the assessment(s) affected. Normally, the deadline for submission of a mitigating circumstances claim will be no later than five working days after the assessment deadline to which it relates.

See [www.le.ac.uk/sas/regulations/mitigation](http://www.le.ac.uk/sas/regulations/mitigation) for full details of the mitigating circumstances regulations and procedures, including the University’s definition of a mitigating circumstance.

The following lists are intended to provide an indication of what is and is not considered by the School to be legitimate mitigating circumstances when considering the application of late penalties. The lists are not exhaustive and it is the responsibility of the student to bring mitigating circumstances to the attention of the Programme Director, their personal tutor or other relevant member of staff in a timely fashion.

Legitimate mitigating circumstances might include:

- Serious illness or death of a member of your immediate family, normally a parent, child, brother, sister, grandparent, or partner;
- Your own illness, whether chronic or acute, involving absence from prescribed tuition (i.e., lectures and/or seminars) of more than three days;
- An accident or acute illness occurring immediately before or at the time of examinations or coursework deadlines; and
- Other unforeseen circumstances that have seriously disrupted your ability to study, for example the need to care for an ill child or other family/personal distress, consequences arising from being the victim/witness of a crime, difficulties with accommodation or financial problems which are not of your own making.

The following would NOT be deemed to constitute mitigating circumstances:

- Circumstances arising from employment;
- Circumstances which arise from negligence or carelessness, for example failure to get up on time or failure to attend at the right time or location for an examination or assignment submission deadline; and
- Circumstances which could have been avoided by good planning, for example holiday or travel arrangements, or problems with computers/printing for example not having a backup copy of your work.

Please note that it is your responsibility to allow yourself plenty of time to submit in case problems occur, and to retain a backup copy of any work.
Procedures for students with mitigating circumstances

1. Consult the regulations on mitigating circumstances

2. Submit a ‘mitigating circumstances form’ (located on Blackboard >> Media and Communication Postgraduates) to mcmitcircs@le.ac.uk as soon as the mitigating circumstances occur

3. Submit documentary evidence of mitigating evidence to mcmitcircs@le.ac.uk. Evidence should normally be scanned and submitted in electronic form:
   - Within 7 days of the published assessment deadline
   - In English (or a verified translation if the original is not in English)
   - From a qualified medical practitioner (if medical opinion is relevant)

If mitigating circumstances have caused you to miss a coursework deadline, please submit the coursework as soon as possible.

Please do not wait for a response before submitting your work as the School does NOT give deadline extensions.

In cases of legitimate and documented mitigating circumstances, late penalties may be waived by the Mitigating Circumstances Panel. Students will receive notification of their provisional recommendations after the next scheduled Panel meeting.

Where the illness is of more than seven days’ duration or is of a non-minor nature, medical advice should be sought and a medical certificate submitted to the University. Students are responsible for collecting medical certificates from the Victoria Park Health Centre and supplying a copy to their School and to the Registry. Students registered with other general practices should ensure that their medical certificates are similarly distributed.

Note: Medical certificates are valid only for the period during which you are ill, as certified by a medical doctor

It is the responsibility of students who are required to produce medical evidence of fitness to continue or resume study to acquire such evidence by the date specified to them by the Registry, the Graduate Office or the Board of Examiners.

Ethical Approval of Student Projects

You will receive the School’s ethics training during your programme. This training is designed to introduce the key ethical issues in social science research, the range of measures that can be adopted to address these issues, and relevant supporting materials produced by Research Councils, professional bodies and the university sector. Training materials and supporting documentation are available on Blackboard >> Student Research Ethics.

School training in research ethics is delivered as part of the MS7004 ‘Research Methods and Management’ module and MS7400 ‘Media Research Methods’. These sessions provide an overview of the common ethical issues raised in student projects (i.e. obtaining consent, ensuring confidentiality and appropriate treatment of vulnerable groups/sensitive topics) and a review of School procedures and documents to be completed. More focused instruction and guidance on completion of the required documentation is conducted through consultation with the dissertation supervisor and (if required) the Research Ethics Officer (Dr Maria Touri mt141@le.ac.uk).
Research Ethics Procedures
All students who undertake projects involving human participants, using human material or data must obtain ethical approval for the conduct of their projects.

(i) Role of the Supervisor
Students should submit their project for consideration to their Dissertation supervisor. Where this is a non-clinical project concerning human participants the supervisor must advise the student of the need to obtain appropriate ethical approval and should give initial advice regarding the research ethics issues, which may arise as a result of the project. Students and supervisors should also discuss the need for resources to securely store personal data.

(ii) Submission of proposal for research ethics review
At a reasonable period before data collection begins the student must complete an ethics approval form for review via the University online Research Ethics portal (https://ethicsapp.le.ac.uk). Access requires a University of Leicester account – add ‘cfs/’ to your username at login.

The University Protocol for Ethical Approval of student work is available at: http://www2.le.ac.uk/institution/committees/research-ethics/protocol-for-ethical-approval-of-student-work-non-clinical-research-on-human-subjects

Useful resources relating to ethical research practice can be found here: http://www2.le.ac.uk/institution/ethics/guidance

A piece of work submitted for assessment that contains a report on research involving human participants that has not received ethical approval will not be marked and MAY FAIL as a consequence. It will be referred to the Academic Registrar for further consideration.

Personal Support for Students
School Student Support Arrangements
From discussion of academic progress, to friendly advice on personal matters; personal tutors are there to provide support, advice and guidance on an individual level. Common topics for discussion may include course changes, study progress, module choices, exam results, career opportunities or more personal problems such as accommodation or financial difficulties. The School’s personal tutor system operates in accordance with the Code of Practice on Personal Support for Students: www.le.ac.uk/sas/quality/personaltutor

Personal Tutors
All students are assigned personal tutors within the first two weeks of their degree programme. Your personal tutor will remain the same throughout your studies at the School unless they are on study leave, in which case another member of staff will be assigned for that semester. They are available to discuss academic, financial, administrative, medical and other personal matters and will be able to give advice or direct you to the appropriate service.

Your personal tutor will also discuss with you your general progress on the programme. There will therefore be an opportunity to review your overall performance during the year, and in specific modules. A brief record of these meetings will be kept in your file for future reference. Such information will be treated in confidence.

YOUR RESPONSIBILITY TO YOUR PERSONAL TUTOR IS:

• Respond to contact from their tutor (contact here includes invitations to face-to face meetings,
telephone conversations and e-mail)

- Take the initiative in instigating meetings or contact if the need arises, seeking timely advice from their tutor, when faced with academic, course assessment, personal or other issues that require support.

If a personal tutor is not available, you may seek advice from your Programme Director or another member of the School. Students who wish to discuss the assignment of personal tutors should contact the relevant Programme Director. You may also like to discuss personal issues with the Welfare Officers (first floor of the Percy Gee Building), members of the Student Counselling Service (Freeman’s Common, Welford Road), and (for those who live in Halls) Hall Wardens.

**Office Hours and Contact with Tutors**

Office hours are times when you can meet with tutors to discuss academic or non-academic issues. Our Tutor’s office hours are displayed with their pictures in the foyer of Bankfield House, and some of them will place appointment sheets on their office doors so that students can write their name next to a time that is suitable. If you are not able to attend the office hours of a tutor, you may be able to book an appointment by email. Staff email addresses and telephone numbers are listed at the front of this handbook as well as on the School’s website. You should:

- Note the hours when tutors are available and ensure you sign-up for an appointment well in advance.
- If for any reason you cannot keep an appointment, please make sure that you either contact the tutor or the Campus Based Admin Team Office.

In the case of academic problems relating to specific modules, students should contact the lecturer in charge of the relevant module.

Difficulties or problems with the organisation and running of any particular degree programme should be addressed to the appropriate Programme Director. More specific comments about the organisation and running of individual modules or about arrangements concerning specific years can be directed to Module Tutors.

**Equal Opportunities**

The University of Leicester will positively promote equality of opportunity for all current and potential students, staff and its other stakeholders. It will not discriminate unfairly on the basis of sex, pregnancy and maternity, gender, gender reassignment, disability, race, ethnic or national origin, age, sexual orientation, socio economic background, religion and belief, political beliefs, family circumstances including marriage and civil partnership and trade union membership.

Students should bring forward any issues or concerns related to equal opportunities (ethnicity, gender, disability, etc) to the Equal Opportunities Officers, Dr Tracy Simmons (tas11@le.ac.uk) and Dr. Lieve Gies (lg149@le.ac.uk)

**University Student Support Arrangements**

**Student Services Centre**

The Student Services Centre in the Charles Wilson Building provides you with convenient and easy access to many support services all in one place. The recent move involves six services including: Student Welfare, Student Counselling and Mental Wellbeing, Career Development Service, Unitemps and Fees and Payments.

The opening hours are:
Term time  Monday to Thursday  9.00 a.m. to 7.00 p.m
Vacation  Friday  9.00 a.m. to 5.00 p.m.

Contact: Student Service Centre, Charles Wilson Building
http://www2.le.ac.uk/offices/ssc

AccessAbility Centre
The Centre offers a range of services to all students who have specific learning difficulties, such as dyslexia, disabilities or long-term conditions including mental health which have a substantial day to day impact on their studies. Staff offer one to one support, the co-ordination of alternative examination arrangements and assistance with applications for the Disabled Students’ Allowance. It is possible to be screened for specific learning difficulties and access to formal assessment is available. Students are means tested to see if they are eligible for assistance with the cost of formal assessments. The open access Centre acts as a resource base for students and staff and is a relaxed place for students to work. Its computers are equipped with specialised software for screen enlargement. Essay planning and speech output software is on the University network. The Centre has some specialised equipment (CCTV, enlarged keyboard, and chairs) and some for loan (chairs, writing slopes and digital recorders). Photocopying and printing facilities are also available. The Centre welcomes self-referrals as well as referrals from academic staff.

Contact: AccessAbility Centre, David Wilson Library
Tel/minicom: +44 (0)116 252 5002 | Fax: +44 (0)116 252 5513 | accessible@le.ac.uk |
www.le.ac.uk/accessability

Students with special needs who have not already been in discussion with the School are requested to arrange to see the AccessAbility Officer, Jim McKenna (mjm7@le.ac.uk) as soon as possible to ensure that the University can provide or arrange support where appropriate.

Student Welfare Centre
The Student Welfare Service offers wide ranging practical support, advice, and information for students. Financial advice is offered, with information on budgeting and funding. Specialised staff can advocate over late loans and other financial issues. Students can apply for hardship grants and loans through the Service.

Information, advice and guidance is available on finance issues and budgeting. In addition, students can apply for hardship awards and loans through the welfare service.

For international students, the Student Welfare Service coordinates The International Welcome Week in September and January. Expert immigration advice is available and students are strongly advised to renew their visas through the scheme provided by Student Welfare. Specialised Officers also support students who experience financial or personal problems.

Contact: Student Welfare Service, Student Services Centre, Charles Wilson Building
Tel: +44 (0)116 223 1185 | Fax: 0116 223 1196 | welfare@le.ac.uk | www.le.ac.uk/welfare

Counselling and Wellbeing Service
This Service offers a range of expertise and support for the psychological aspects of health and wellbeing.

Services on offer include:

Student Counselling Support
Time-limited, free and confidential one-to-one counselling to help students find ways of dealing with academic-related or personal issues that may be affecting ability to study or engage with student life. Helping students to build on their skills to cope with the challenges of study, work and relationships through workshops.

For information see our website: www.le.ac.uk/counselling

**Contact:** Student Counselling Service  
+44 (0)116 2231780 | counselling@le.ac.uk

**Student Mental Wellbeing Support**

Practical, emotional and skills based one-to-one support to students managing mental health issues whilst at the University. Helping students to build on their skills to cope with the challenges of study, work and relationships through workshops.

**Contact:** Student Support (mental wellbeing), Student Services Centre, Charles Wilson Building  
+44 (0)116 252 2283 | mentalwellbeing@le.ac.uk  
www2.le.ac.uk/offices/ssds/student-support-mental-wellbeing

**Student Healthy Living Service**

The Student Healthy Living Service provides direction to health care and health related activity which will contribute to wellbeing and help students to enjoy a balanced life. Students should register for health care local to the University; The University works closely with the Victoria Park Health Centre where staff have expertise in student health. More information can be found on the Healthy Living Service website.

**Contact:** Student Healthy Living Service  
+(0)116 223 1268 | healthyliving@le.ac.uk | go.le.ac.uk/healthyliving

**Health Care and Registering with a Doctor**

Illness can affect any one of us at any time and for this reason the University strongly advises you to register with a doctor in Leicester. The Victoria Park Health Centre (www.victoriaparkhealthcentre.co.uk) has expertise in student health and has provided medical care to the University’s students for many years. The Health Centre is located conveniently close to the main-campus and registration is free.

If when you come to University you are already under the care of a ‘specialised team’, have a known medical condition including mental health or waiting for an appointment it is still advisable to register at the Victoria Park Health Centre. Soon after arrival, make an appointment to discuss with one of the doctors who will then be in a better position to communicate with the relevant doctors and help you to manage your condition to avoid any unnecessary disruption to your studies. Please take with you information from your current doctor or consultant which includes diagnosis, current management, including medication (provide a certified English translation if the original is not in English). This is essential for international students as some conditions may be managed differently in this country, particularly in relation to medication which may be licensed differently and may need changing to something which is available to prescribe in this country. If you take medication for your condition you must bring 12 weeks supply with you to ensure continuity until the registration process is complete.

More information about registering with a doctor and other health and well-being services can be found at: http://www2.le.ac.uk/offices/healthy-living-for-students/new-students/uk-students
Careers and Skills Development

Career Development Service

With your drive and determination, the Career Development Service can help you develop the skills and abilities that will not only help get you to where you want to be after university, but will stay with you for life.

Career development at Leicester isn’t just about getting some work experience and writing a CV; we make sure that you get personal support to achieve your aspirations. We’re here for you from the moment you arrive, through to your graduation and beyond. We’ll give you the opportunity to try new things and to figure out what you want from your career—what it is that really drives, motivates and inspires you.

We’ll also help you identify your personal strengths and what you need to develop to be ahead of the crowd. Even if you’re not sure what it is you want to do yet, we can help you develop the skills and experience that you need to get that first job out of university, but also the ability to manage your own career development and succeed on whichever path you choose.

It’s your career development journey and you decide where it is that you want to go. By working with us you make sure that you’re giving yourself the best possible chance to get there. We’ve got the knowledge and resources to spur you on to success so, by working with us, you really will make the most of you!

When you arrive at Leicester you’ll have access to MyCareers: https://mycareers.le.ac.uk, our career management system, by simply using your university username to login. This is the gateway to:

- Booking one-to-one appointments with our career consultants for support with career planning, job hunting, CVs and applications, and mock interviews
- Booking workshops, such as mock assessment centres and psychometric testing
- Meeting employers who are coming on campus
- Finding all the opportunities available exclusively for Leicester students such as paid internships, volunteering, and extra-curricular activities

If you are looking for part time work whilst studying, make sure you sign up to Unitemps, based in the Student Services Centre, for opportunities on campus and in the city.

We’re here to support you throughout your time at university so make sure that you come and visit us in the Student Services Centre in the Charles Wilson Building and log-in to your MyCareers account to get started!

Contact the Career Development Service:
0116 252 2004 | careershelp@le.ac.uk | www.le.ac.uk/careers
@uolclds | fb.com/uolclds

Careers support within the School

Transferable skills

Within the context of media and communication studies, the personal and transferable skills gained by students on this course include communication skills, both oral and written, problem solving, research, presentation, numeracy and IT skills. The lifelong learning skills provided by the degree enable students to critically, objectively, and analytically address complex problems or issues, to work independently and to manage their time effectively.

Some modules develop more practical skills, such as using multi-media or handling and analysing research data. These modules, among others, also have a strong emphasis on team based skills, with their orientation towards group work and shared responsibility.
Careers tutor & resources
The Careers Tutor, Dr. Maria Rovisco is the School’s liaison with the central Careers Development Service and works closely with the Service to organise employability events as well as to secure work placements, internships and other careers opportunities for students. Also, the Careers Tutor is more than happy to offer advice and guidance to specific career-related student queries, while he produces regular Careers Newsletters to keep students informed of current / upcoming career opportunities and related developments.

Finally, a wide range of careers information and resources are available on Blackboard > MS0002 Media and Communications Careers.

Careers Tutor: Dr. Maria Rovisco mr268@le.ac.uk

Feedback from Students

Student Feedback Questionnaires

MODULE QUESTIONNAIRES
Time will be allocated during the last lecture and seminar of each module for students to complete ‘module questionnaires’. Students will be asked to give their feedback, evaluation and suggestions in relation to the module. The questionnaires are used by the School to monitor the development and organisation of modules. The results are collated and distributed to the Head of School and Programme Directors for their responses. The Learning and Teaching Committee’s Protocol on Student Feedback can be found on the Academic Office website at http://www2.le.ac.uk/offices/sas2/quality/student-feedback

Student Staff Committees

At the Student-Staff Committee meetings, students will have an opportunity to discuss with staff issues which concern them.

The Committee is made up of members of staff and student representatives. It is an important forum for debate and all students should ensure that they utilise this channel of communication to raise matters that are of concern.

There are two meetings of the Committee during the year, one in semester one and the second in semester two. A list of Student-Staff Committee representatives will be placed on Blackboard, and students should contact their representative if there are any issues that they would like raised at the next meeting. Dates of the next Student-Staff Committee Meeting will be available on Blackboard.

Training for student representatives is provided by the Students’ Union Education Unit. The Education Unit will contact programme representatives directly to arrange this.

Information about the support the Union provides for representatives can be found on the S.U. website at: https://www2.le.ac.uk/offices/sas2/quality/codes/documents/sscommittees.pdf

Points/issues raised at Student-Staff Committees will be followed up at the next Teaching Committee and School’s staff meeting. Minutes of Student-Staff Committee meetings will be placed on Blackboard. Any questions arising can be raised with academic staff.

Graduation and Transcripts

Upon successful completion of your Dissertation, you will be awarded your MA Degree in the middle of November 2017 after the Awarding Board of Examiners. Your Transcript will be available during December 2017 when a notification will be sent to all students with details on when and where to collect in person.
We do not allow friends or family to collect Transcripts on behalf of students. If you are unable to collect your Transcript in person, it will be posted to you after the graduation ceremony towards the end of January 2018.

Shortly after the Awarding Board of Examiners in November 2017, you should receive an email from Registry, asking you to register for Graduation.

You MUST register for Graduation in order to update your postal address if you do not wish to attend the Graduation Ceremony.

Graduation ceremonies for the School will be held at De Montfort Hall toward the end of January 2018. Only then will you receive your final Degree Certificate and Transcript. Those who do not attend will have their Certificates posted to them during the final week of January and the first three weeks of February 2018. If your address is in the Far East, please allow at least 35 days for delivery.

ALL official Transcripts and Certificates are produced by REGISTRY – the School does not produce any official documentation.

**School Prizes**

At the end of the Academic Year, the School will award prizes for the following in EACH Programme:

**Best Student Performance Prize** – for the student achieving the best overall performance in their Degree Programme

**Best Dissertation Prize** – for the student who is judged to have produced the best dissertation for their Degree Programme

**Safety and Security**

In the event of a fire, you should evacuate via the main entrance of Bankfield House, i.e. onto New Walk and make your way to the far side of the Oval (the grass island in front of the building). If you leave by the rear entrance, turn left at the end of the building and make your way into the car park on the other side of the yellow barrier. Please ensure you know where the nearest fire exit to your location can be found.

In line with the University’s general policy, smoking is NOT ALLOWED anywhere within Bankfield House or any other University buildings.

If you lose your Student ID card, you should contact Registry to request a replacement. You will need your Student ID card to enter Bankfield House, as it is locked at all times.

**Personal Belongings**

Your personal belongings are not covered by the University’s insurance. You are therefore advised to check whether your parents’ or family policies provide adequate protection. If not, private insurance arrangements should be made.

A lost property service operates from the Security Lodge, which is situated at the far end of the Fielding Johnson Building on Wyggeston Drive, University entrance No. 1.

Bicycles may be brought onto the main campus but must be placed in the cycle racks provided, and appropriate security measures taken to help to prevent theft and damage. For advice on preventing cycle theft and details of the University’s Coded Cycle Scheme visit: [www.le.ac.uk/estates/facilities & services/security/CodedCycleScheme.html](http://www.le.ac.uk/estates/facilities & services/security/CodedCycleScheme.html)
Complaints and Academic Appeals Procedures

The University has robust systems in place governing the quality and standards of its degree programmes and your experience as a student here. We are confident that, like the vast majority of students here, you will enjoy and be satisfied with your course. In most instances your School will be able to resolve any issues that do occur but we recognise that this will not always be possible. For this reason, the University has official procedures that allow eligible cases to be formally reviewed.

Information about these procedures, including the relevant forms, can be found on the Student and Academic Services website: see www.le.ac.uk/sas/regulations/appeals-complaints. These pages should be read in conjunction with the University’s Regulations governing student appeals (www.le.ac.uk/senate-regulation10) and Regulations governing student complaints (www.le.ac.uk/senate-regulation12).