

1. Pathway Title(s) and UCAS code(s):

BA Media and Communication (UCAS code: P910)
BA Media and Communication with a year-abroad*
Media Studies – Major (UCAS code: P901)
Media Studies - Major with a year abroad*
Media Studies – Minor

*Students may only enter these degree programmes by transferring at the end of year 1

2. Awarding body or institution:

University of Leicester

3. a) Mode of study Full-time

b) Type of study Campus-based

4. Registration periods:

The normal period of registration is three years

The maximum period of registration is five years

Year Abroad

The normal period of registration is four years

The maximum period of registration is six years

5. Typical entry requirements:

A/AS-levels: Three A-levels usually required. The entry requirement is ABB for the BA Media and Communication All subjects accepted. Two AS-levels considered in place of one A-Level.

GCSE: No specific requirements.

Access to HE Diploma: Pass relevant diploma with some credits at distinction.

European Baccalaureate: Pass with 77% overall.

International Baccalaureate: Pass Diploma with 30 points.

Cambridge Pre-U: D3/M2/M2 in Principal Subjects.

Leicestershire Progression Accord: BBB plus full Accord
Credits

BTEC Nationals: Full Diploma with DDM.

Other Qualifications: Other national and international qualifications welcomed. Mature students welcomed
Alternative qualifications considered.

6. Accreditation of Prior Learning:

Second Year Entry: Possible for those with advanced qualifications compatible with our degree structure.

7. Programme aims:

The **BA Media and Communication** aims to:

- Offer an education of the highest quality, encouraging and stimulating critical intellectual development through guided learning in a research environment.
- Offer teaching and learning in key areas of the field of media and communication and combine academic and practical elements so as to integrate employability into academic teaching and learning.
- Provide students with some degree of specialisation and enable them to choose the areas of teaching and learning they are most interested in through the provision of study routes.
- Provide students with knowledge of theoretical and methodological approaches within the field of media and communication, in order to make students aware of the place of mass and digital media within their broader social, economic, political, and cultural contexts at both national and international levels.
- Enable students to explore and develop their interest in a wide range of media issues and debates, and to develop their abilities to apply concepts, theories and techniques to analyse and explain different areas of mediated communication.
- Enable students to articulate ideas and information clearly and competently.
- Enable students to develop independent learning skills and form independent judgments.
- Help students develop a range of analytical, practical and employability skills.
- Develop skills of group management, leadership and peer responsibility.
- Provide a supportive and stimulating learning environment.

The **Media Studies - Major** aims to:

- Offer an education of the highest quality, encouraging and stimulating critical intellectual development through guided learning in a research environment.
- Offer teaching and learning in some of the key areas of the field of media and communication and enrich academic learning through integrating employability into academic teaching and learning.
- Provide students with knowledge of theoretical and methodological approaches within the field of media and communication, in order to make students aware of the place of mass and digital media within their broader social, economic, political, and cultural contexts at both national and international levels.
- Enable students to explore and develop their interest in a range of media issues and debates, and to develop their abilities to apply concepts, theories and techniques to analyse and explain different areas of mediated communication.
- Enable students to articulate ideas and information clearly and competently.
- Enable students to develop independent learning skills and form independent judgments.
- Help students develop a range of analytical, research and employability skills.
- Develop skills of group management, leadership and peer responsibility.
- Provide a supportive and stimulating learning environment.

The **Media Studies - Minor** aims to:

- Offer an education of the highest quality, encouraging and stimulating critical intellectual development through guided learning in a research environment.
- Offer teaching and learning in basic areas of the field of media and communication and make students aware of the place of mass and digital media within their broader social, economic, political, and cultural contexts at national and international levels.
- Enable students to explore concepts, theories and phenomena to analyse and explain mediated communication.

- Enable students to articulate ideas and information clearly and competently.
- Enable students to develop independent learning skills and form independent judgments.
- Help students develop a range of analytical skills.
- Provide a supportive and stimulating learning environment.

For those on the Year Abroad:

- provide an opportunity for Leicester students to spend their third year abroad, studying at a partner institution in Europe as part of the European Erasmus framework exchange programme or a partner institution on another continent as part of the Study Abroad exchange programme;
- develop study skills in another university following a guided programme of learning for the period spent abroad;
- provide an opportunity for exchange students from partner institutions in another country to study in the United Kingdom;
- provide and build on links between the University of Leicester and its partner institutions
- develop an appreciation of the different approaches to the study of media and communication adopted by different types of scholars.

8. Reference points used to inform the programme specification:

- QAA Frameworks for Higher Education Qualifications, <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>
- QAA Benchmarking statement for Communication, Media, Film and Cultural Studies (<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf> <http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/CMF08.pdf>)
- University of Leicester Employability Strategy
- [University of Leicester Learning Strategy](#)
- Student Feedback
- University of Leicester Periodic Review
- Annual Developmental Reviews
- External Examiner’s Reports

9. Programme Outcomes:

BA Media and Communications

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(a) Discipline specific knowledge and competencies		
(i) Mastery of an appropriate body of knowledge		
Be informed and critically understand/discuss key debates and developments within the field of media and communication studies. [Year abroad] Acquire knowledge of different debates and schools of thought in Europe, USA, Australia and New Zealand	Lectures, tutorials, seminars, directed reading, independent research, resource-based learning.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, online diaries, reflective commentaries.
(ii) Understanding and application of key concepts and techniques		
Explain the attributes and complex role of media and communication within societies. Analyse the various theoretical and scholarly approaches to	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, media production exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, computer-

<p>understanding mediated communication processes and phenomena.</p> <p>[Year Abroad] Understand and explain the complex role of media and communication within more specific social contexts in Europe, USA, Australia and New Zealand</p>	<p>Tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, media production exercises.</p>	<p>based exercises, media production projects.</p>
(iii) Critical analysis of key issues		
<p>Analyse media and communication processes and structures at national and international levels.</p> <p>Analyse the role of societal, cultural, economical and technological factors in the processes of mediated communication.</p> <p>Critically evaluate the nature of media and communication studies.</p> <p>[Year abroad] Demonstrate the ability to analyse media and communication processes and structures through different cultural contexts, political and social structures.</p>	<p>Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises.</p> <p>Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises.</p> <p>Tutorials, seminars, directed reading, independent research, team problem solving exercises.</p>	<p>Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.</p>
(iv) Clear and concise presentation of material		
<p>Analyse and synthesise literature that addresses key debates within the field of media and communication studies.</p> <p>Present problems of the field of media and communication studies in a variety of written and oral formats.</p>	<p>Tutorials, seminars, directed reading, independent research, team problem solving exercises.</p> <p>Tutorials, seminars, directed reading, independent research, team problem solving exercises.</p>	<p>Writing tasks, seminar presentations, contributions to discussions, online forums, online diaries.</p>
(v) Critical appraisal of evidence with appropriate insight		
<p>Use social scientific and humanistic methodologies to address research questions within the field of media and communication studies.</p> <p>Develop and sustain scholarly arguments, formulating appropriate questions and utilising evidence.</p> <p>Critically evaluate scholarly texts and source materials.</p>	<p>Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, practical classes, methods exercises.</p> <p>Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises.</p> <p>Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, practical classes, methods exercises.</p>	<p>Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.</p>
(vi) Other discipline specific competencies		
<p>Design, research and present an independently conceived research project.</p> <p>[Year Abroad] Demonstrate inter-cultural awareness and understanding.</p>	<p>Independent research, methods exercises.</p>	<p>Independent research projects, dissertations.</p>
(b) Transferable skills		
(i) Oral communication		
<p>Present material using appropriate resources, including visual, written and aural material.</p>	<p>Seminars, tutorials, team problem solving exercises.</p>	<p>Seminar presentations, contributions to offline and online forums/discussions.</p>

(ii) Written communication		
Articulate ideas, information and debates through the use of clear and competent English, including the use of grammar, spelling, sentence construction and clear structure.	Lectures, tutorials, seminars, directed reading, independent research.	Essays, examinations, dissertations, seminar presentations, online diaries, independent research projects.
(iii) Information technology		
Demonstrate competency with Information Technology and theoretical knowledge of its development and uses. Use software packages (e.g. SPSS), virtual learning environments (e.g. Blackboard), and the internet for learning and research purposes.	Study skills workshops, tutorials, seminars, directed reading, independent research, computer practical classes, methods exercises.	Essays, dissertations, independent research projects, online production exercises, computer-based exercises, online forums, online diaries, methods exercises.
(iv) Numeracy		
Demonstrate numeracy skills and use statistics in media and communication research.	Lectures, tutorials, seminars, directed reading, independent research, computer practical classes, methods exercises.	Essays, dissertations, independent research projects, computer-based exercises, methods exercises.
(v) Team working		
Work in groups and develop skills in group management, leadership and peer responsibility. Learning in group situations.	Tutorials, seminars, team problem solving exercises.	Seminar group presentations, contributions to discussions, team problem solving exercises, online forums, group media production and research methods projects.
(vi) Problem solving		
Evaluate and address problems. Develop solutions and recognize further problems that might arise. Stimulate interest in problem solving.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises, media production exercises.	Essays, independent research projects, computer-based exercises, problem-based exercises and reports, media production exercises.
(vii) Information handling		
Find and analyse new information.	Lectures, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises.	Essays, independent research projects, computer-based exercises, problem-based exercises and reports, media production exercises.
(viii) Skills for lifelong learning		
Manage time effectively. Work independently as well as in groups. Plan research and present results using oral and written communication. [Year Abroad] Demonstrate strategies for self-monitoring and continued maintenance and development of skills in a different culture and institutions.	Directed reading, independent research. Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises, media production exercises.	All of the above.

Media Studies – Major

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(a) Discipline specific knowledge and competencies		
(i) Mastery of an appropriate body of knowledge		
Be informed and critically understand/discuss key debates and developments within the field of media and communication studies.	Lectures, tutorials, seminars, directed reading, independent research, resource-based learning.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online diaries, reflective commentaries.
(ii) Understanding and application of key concepts and techniques		
Explain the attributes and complex role of media and communication within societies. Analyse theoretical and scholarly approaches to understanding mediated communication processes and phenomena.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, media production exercises. Tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, media production exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, reflective commentaries, computer-based exercises, media production projects.
(iii) Critical analysis of key issues		
Analyse media and communication processes and structures at national and international levels. Analyse the role of societal, cultural, economical and technological factors in the processes of mediated communication. Critically evaluate the nature of media and communication studies.	Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises. Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises. Tutorials, seminars, directed reading, independent research, team problem solving exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, reflective commentaries, independent research projects.
(iv) Clear and concise presentation of material		
Analyse and synthesise literature that addresses debates within the field of media and communication studies. Present problems of the field of media and communication studies in written and oral formats.	Tutorials, seminars, directed reading, independent research, team problem solving exercises. Tutorials, seminars, directed reading, independent research, team problem solving exercises.	Writing tasks, seminar presentations, contributions to discussions, online diaries.
(v) Critical appraisal of evidence with appropriate insight		
Use social scientific and humanistic methodologies to address research questions within the field of media and communication studies. Develop and sustain scholarly arguments, formulating appropriate questions and utilising evidence. Critically evaluate scholarly texts and source materials.	Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, practical classes, methods exercises. Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises. Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, practical classes, methods exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, reflective commentaries, independent research projects.
(vi) Other discipline specific competencies		
Design, research and present an independently conceived research	Independent research, methods exercises.	Independent research projects, dissertations.

project.		
(b) Transferable skills		
(i) Oral communication		
Present material using appropriate resources, including visual, written and aural material.	Seminars, tutorials, team problem solving exercises.	Seminar presentations, contributions to offline and online discussions.
(ii) Written communication		
Articulate ideas, information and debates through the use of clear and competent English, including the use of grammar, spelling, sentence construction and clear structure.	Lectures, tutorials, seminars, directed reading, independent research.	Essays, examinations, dissertations, seminar presentations, online diaries, independent research projects.
(iii) Information technology		
Demonstrate competency with Information Technology and theoretical knowledge of its development and uses. Use software packages (e.g. SPSS), virtual learning environments (e.g. Blackboard), and the internet for learning and research purposes.	Study skills workshops, tutorials, seminars, directed reading, independent research, computer practical classes, methods exercises.	Essays, dissertations, independent research projects, online production exercises, computer-based exercises, online diaries, methods exercises.
(iv) Numeracy		
Demonstrate numeracy skills and use statistics in media and communication research.	Lectures, tutorials, seminars, directed reading, independent research, computer practical classes, methods exercises.	Essays, dissertations, independent research projects, computer-based exercises, methods exercises.
(v) Team working		
Work in groups and develop skills in group management, leadership and peer responsibility. Learning in group situations.	Tutorials, seminars, team problem solving exercises.	Seminar group presentations, contributions to discussions, team problem solving exercises, group media production and research methods projects.
(vi) Problem solving		
Evaluate and address problems. Develop solutions and recognise further problems that might arise. Stimulate interest in problem solving.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises, media production exercises.	Essays, independent research projects, computer-based exercises, problem-based exercises and reports, media production exercises.
(vii) Information handling		
Find and analyse new information.	Lectures, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises.	Essays, independent research projects, computer-based exercises, problem-based exercises and reports, media production exercises.
(viii) Skills for lifelong learning		
Manage time effectively. Work independently as well as in groups. Plan research and present results using oral and written	Directed reading, independent research. Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving	All of the above.

communication.	exercises, methods exercises, media production exercises.	
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Media Studies – Minor

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(a) Discipline specific knowledge and competencies		
(i) Mastery of an appropriate body of knowledge		
Be informed and critically understand/discuss key debates and developments within the field of media and communication studies.	Lectures, tutorials, seminars, directed reading, resource-based learning, independent research.	Essays, examinations, seminar presentations, contributions to discussions, problem-based exercises and reports, online diaries, reflective commentaries.
(ii) Understanding and application of key concepts and techniques		
Explain some of the attributes and aspects of the complex role of media and communication within societies. Analyse some of the theoretical and scholarly approaches to understanding mediated communication processes and phenomena.	Lectures, tutorials, seminars, directed reading, resource-based learning, independent research. Lectures, tutorials, seminars, directed reading, resource-based learning, independent research.	Essays, examinations, seminar presentations, contributions to discussions, problem-based exercises and reports, reflective commentaries.
(iii) Critical analysis of key issues		
Analyse some of the media and communication processes and structures at national and international levels. Analyse some aspects of the role of societal, cultural, economical and technological factors in the processes of mediated communication. Understand the nature of media and communication studies.	Lectures, tutorials, seminars, directed reading, independent research. Lectures, tutorials, seminars, directed reading, independent research. Tutorials, seminars, directed reading, independent research.	Essays, examinations, seminar presentations, contributions to discussions, problem-based exercises and reports, reflective commentaries.
(iv) Clear and concise presentation of material		
Analyse literature that addresses debates within the field of media and communication studies. Present some of the problems of the field of media and communication studies in written and oral formats.	Tutorials, seminars, directed reading independent research. Tutorials, seminars, directed reading, independent research.	Writing tasks, seminar presentations, contributions to discussions, online diaries.
(v) Critical appraisal of evidence with appropriate insight		
Critically understand scholarly arguments, utilising evidence. Critically evaluate scholarly texts and source materials.	Lectures, tutorials, seminars, directed reading, group presentations, independent research. Lectures, tutorials, seminars, directed reading, group presentations, independent research.	Essays, examinations, seminar presentations, contributions to discussions, problem-based exercises and reports, reflective commentaries.
(vi) Other discipline specific competencies		
n/a	n/a	n/a

(b) Transferable skills		
(i) Oral communication		
Present material using appropriate resources, including visual, written and aural material.	Seminars, tutorials.	Seminar presentations, contributions to discussions
(ii) Written communication		
Articulate ideas, information and debates through the use of clear and competent English, including the use of grammar, spelling, sentence construction and clear structure.	Lectures, tutorials, seminars, directed reading, independent research.	Essays, examinations, seminar presentations, online diaries
(iii) Information technology		
Demonstrate competency with Information Technology and some knowledge of its development and uses. Use virtual learning environments (e.g. Blackboard), and the internet for learning purposes.	Tutorials, seminars, directed reading, independent study, independent research.	Essays, online diaries.
(iv) Numeracy		
n/a	n/a	n/a
(v) Team working		
Work in groups and develop skills in group management, leadership and peer responsibility. Learning in group situations.	Tutorials, seminars.	Seminar group presentations, contributions to discussions, team problem solving exercises.
(vi) Problem solving		
Evaluate and address problems. Develop solutions and recognise further problems that might arise. Stimulate interest in problem solving.	Lectures, tutorials, seminars, directed reading, independent research.	Essays, problem-based exercises and reports.
(vii) Information handling		
Find and analyse new information.	Lectures, seminars, directed reading, independent research.	Essays, problem-based exercises and reports.
(viii) Skills for lifelong learning		
Manage time effectively. Work independently as well as in groups. Plan research and present results using oral and written communication.	Directed reading, independent research. Lectures, tutorials, seminars, directed reading, independent research.	All of the above.

10. Excluded combinations and course transfers

a) Excluded combinations

Media Studies MAJOR: not to be combined with Media Studies MINOR due to overlap in modules.

Media Studies MINOR: not to be combined with Media Studies MAJOR due to overlap in modules.

b) Course transfers

Course transfers are decided on the basis of our general entry criteria. Each individual case will be evaluated by our admissions tutor and the UG Programme Director, as appropriate.

11. Criteria for award and classification

As defined in [Senate Regulation 5](#): Regulations governing undergraduate programmes of study.

12. Progression points:

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course.

13. Progression Points with a Year Abroad

According to Senate Regulation 5.29, in the case of four-year programmes in which the year out does not count towards the final classification, the second and fourth years are used in determining the degree class, according to the standard scheme for three year programmes.

Application to Transfer from single subject BA to BA with a Year Abroad

Students are invited to apply at the end of their first year to transfer to the BA with a Year Abroad. Students are selected on the basis of their first year average of 60% and above with those obtaining the highest average having priority. In addition, performance is also reviewed, taking into account such indicators as attendance and observation of academic obligations. Absence from tutorials without mitigating circumstances and non-submission of required coursework would be examples of poor performance and would result in an application being rejected.

Progression from 2nd year to year abroad

Students may progress to the year abroad with no failed modules in year 2 and with an average mark of 60% from year 1 and 2. Good attendance and observation of academic obligations must continue to be maintained throughout year 2. Failure to do so may result in the opportunity to study abroad being withdrawn.

Progression from year abroad to final year

For the year abroad year students are required to complete the equivalent of 60 ECTS if studying at a European partner institution or an equivalent number of credits at one of the International partner institutions.

For a student to progress to the final year of the BA with a Year Abroad programme the student has to achieve an average of 50% for the whole year. If a student has failed to achieve an average of 50% for the year, including resit options as per the partner institution's rules, by the September Board of Examiners, the Board will consider whether the student should have to transfer on to the single subject BA for their final year, taking their overall attendance and observation of academic obligations into consideration.

14. Key/extra features:

BA Media and Communication:

- a. The Programme's structure supports the development of the following four (currently loosely structured) areas of specialisation: mass communication; new/digital media; media practice; film and cultural studies.
- b. The Programme offers a semester abroad opportunity to Year 2 students.
- c. In all three years, students are given the opportunity to carry out practical/production work (Year 1: production of a digital artefact; Year 2: TV production; Year 3: online journalism).
- d. The Programme has strong profile in international and global media and communication, as well as in new media and communication technologies.

Students may apply to transfer to the BA (with a Year Abroad) after successful completion of the first year and subsequent successful completion of the second year.

The BA with a Year Abroad provides for students spending their third year at one of our partner institutions and then returning to Leicester for their final year.

Our partner institutions for the BA with a Year Abroad are currently:

Erasmus University Rotterdam (Netherlands)
Ludwig Maximilian University of Munich (Germany)
Charles University Prague (Czech Republic)

Our partner institutions for a semester abroad in Year 2 are currently:

Deakin University (Australia)
University of Windsor (Canada) Unitec (New Zealand)
Illinois State University (USA) The University of Tulsa (USA)
University of Miami – Coral Gables (USA)

This list is subject to change at short notice.

The exchange is a 'cultural exchange', so that students cannot apply to study at a University in a country/region from which they originally come.

Applications to transfer on to the BA with a Year Abroad degree are made towards the end of the first year. Students are selected on the basis of their first year marks.

15. Indications of programme quality

BA Media and Communication:

- 88 percent of students satisfied with undergraduate programme (National Student Survey 2015)
- The External Examiner stated that "The design and content of the programmes meet the stated learning aims and the requirements of the subject area. The curriculum structure and range of options are excellent. It covers the key theoretical and practice areas and debates, and provides a broad and appropriate set of skills. Students are being challenged in multiple ways through the assessments and, perhaps more importantly, are benefiting from overall detailed and constructive feedback on their work that demonstrates real engagement with their performance." (July 2014).

Likewise, for the major and minor pathways, the main indicators of quality will be the NSS results and the external examiner's annual report.

16. Summary of programme/pathway delivery and assessment:

BA Media and Communication:

The Programme's structure supports the development of four (currently loosely structured) areas of specialisation: mass communication; new/digital media; media practice; film and cultural studies. This means that students in their second and final year of study are given the opportunity through optional modules to choose the area of study they wish to specialise in. Specifically, they can choose 2 out of 6 modules in Year 2 and 4 out of 6 modules in Year 3, with options being available in all four areas of specialisation.

Accordingly, a range of teaching methods are in place, such as: lectures, tutorials, seminars, workshops, directed reading, independent research, computer and other practical classes, media production exercises, and team problem solving exercises.

Thus, assessment varies by module and area of specialisation, so that the intended learning goals of each area of specialisation and module are met as appropriate. Specifically, students are assessed by a combination of written assignments (e.g., essays, portfolios, reports, reflective commentaries, methods exercises), class presentations, media production projects, online forums and diaries, and examinations. Also, they complete a dissertation on a chosen topic of research in their third year.

Media Studies Major:

No optional modules are offered to students who take the major in media studies, but all modules involve a range of teaching methods and suitable assessment as well. More specifically:

This pathway employs lectures, tutorials, seminars, directed reading, independent research, computer and other practical classes, team problem solving exercises, as well as media production and research methods exercises.

Accordingly, assessment varies according to each module's intended learning goals. Specifically, students are assessed by a combination of written assignments (e.g., essays, portfolios, reports, reflective commentaries, methods exercises), class presentations, media production projects, online diaries, and examinations. Also, they complete a dissertation on a chosen topic of research in their third year.

Media Studies Minor:

Although no optional modules are offered to students who take the minor in media studies, a few different teaching methods and suitable assessment are in place. More specifically:

In terms of teaching and learning methods, this pathway mostly employs lectures, tutorials, seminars, directed reading, and independent research.

Accordingly, assessment serves each module's intended learning goals. Specifically, students are mainly assessed by essays, examinations, seminar presentations, contributions to discussions, problem-based exercises and reports, online diaries, and reflective commentaries.

17. External Examiners

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports can be found [here](#). For the major/minor variant of this programme, these are to be included following receipt of first report.

Appendix 1: Programme structure

BA MEDIA AND COMMUNICATION

FIRST YEAR MODULES

		SEMESTER 1	Credits
Core modules			
MS1001	Introduction to Media and Communication [1,2,4]		20
MS1006	Digital Narratives [2,3,4]		20
SY1017	Cybersociology [2]		20
MS1009	Introduction to Academic Skills		0
		Semester total	60
		SEMESTER 2	Credits
Core modules			
MS1002	Topics in Media and Communication [1, 2, 4]		20
MS1003	Media and Globalisation [1, 2, 4]		20
MS1008	Television Studies [1]		20
		Semester total	60

SECOND YEAR MODULES

		SEMESTER 1	Credits
Core modules			
MS2009	Digital Media and Everyday life [2]		30
MS2000	The Production of News [1]		15
MS2013	Professionalism and Employment in the Media		0
One option from:			
MS2001	Political Communication [1]		(15)
MS2006	Identity and Popular Culture [1]		(15)
MS2012	Global Film Culture [4]		(15)
		Semester total	60
		SEMESTER 2	Credits
Core modules			
MS2016	Media and Communication Research in Practice [1]		30
MS2004	Creative Audiences [1,4]		15
One option from:			
MS2003	Documentary Production [3]		(15)
MS2005	Working in the Creative Industries [4]		(15)
MS2010	Journalism Studies [1]		(15)
		Semester total	60

THIRD YEAR MODULES

		SEMESTER 1	Credits
Core modules			
MS3030	Dissertation		30
Two options from:			
MS3003	Environmental Communication [1]		(15)

MS3004	Global Cultures [1]	(15)
MS3014	The Media on Film [4]	(15)
MS3009	The Media, Celebrity and Fan Culture [4]	(15)
MS3011	Games and Culture [2]	(15)
MS3013	Media and the Body [4]	(15)
MS3024	Reporting Panics [2]	(15)
MS3026	Community Radio in Practice [3]	(15)

**Semester
Total** **60**

SEMESTER 2

Core modules

MS3030	Dissertation	30
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Two options from:

MS3000	Media and Gender [4]	(15)
MS3005	Music as Communication [4]	(15)
MS3022	Activism and Protest in the Information Age [2]	(15)
MS3025	Online Journalism: Theory and Practice [3]	(15)
MS3027	Writing for PR [3]	(15)
MS3019	Advertising and Consumer Culture [4]	(15)

Semester
Total **60**

Note:

The number/s in square brackets indicates the area of specialization, which have been numbered as follows:

1. Mass Communication
2. Digital Media
3. Media Practice
4. Film and Cultural Studies

Students may substitute approved modules from an institution participating in the University's Study Abroad programme.

MEDIA STUDIES MAJOR

YEAR ONE

SEMESTER 1

Core modules

MS1001	Introduction to Media and Communication	20
MS1006	Digital Narratives	20
MS1009	Introduction to Academic Skills	0

One module from their minor subject 20

Semester Total 60

SEMESTER 2

Core modules

MS1002	Topics in Media and Communication	20
MS1008	Television Studies	20

One module from their minor subject. 20

Semester Total 60

YEAR TWO

SEMESTER 1

Core modules

MS2009	Digital Media and Everyday Life	30
MS2000	The Production of News	15

One module from their minor subject 15

Semester Total 60

SEMESTER 2

Core modules

MS2016	Media and Communication Research in Practice	30
MS2004	Creative Audiences	15

One module from their minor subject 15

Semester Total 60

YEAR 3

SEMESTER 1

Core modules

MS3030	Dissertation	30
MS3009	The Media, Celebrity and Fan Culture	15

One module from their minor subject 15

Semester Total 60

SEMESTER 2

Core modules

MS3030	Dissertation	30
MS3022	Activism and Protest in the Information Age	15

One module from their minor subject. 15

Semester Total 60

MEDIA STUDIES – MINOR

YEAR ONE

SEMESTER 1

Core module	MS1001	Introduction to Media and Communication	20
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SEMESTER 2

Core module	MS1002	Topics in Media and Communication	20
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Students take 45 credits per module of their major subject, plus the following:

YEAR TWO

SEMESTER 1

Core module	MS2000	The Production of News	15
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SEMESTER 2

Core module	MS2004	Creative Audiences	15
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YEAR THREE

SEMESTER 1

Core module	MS3009	The Media, Celebrity and Fan Culture	15
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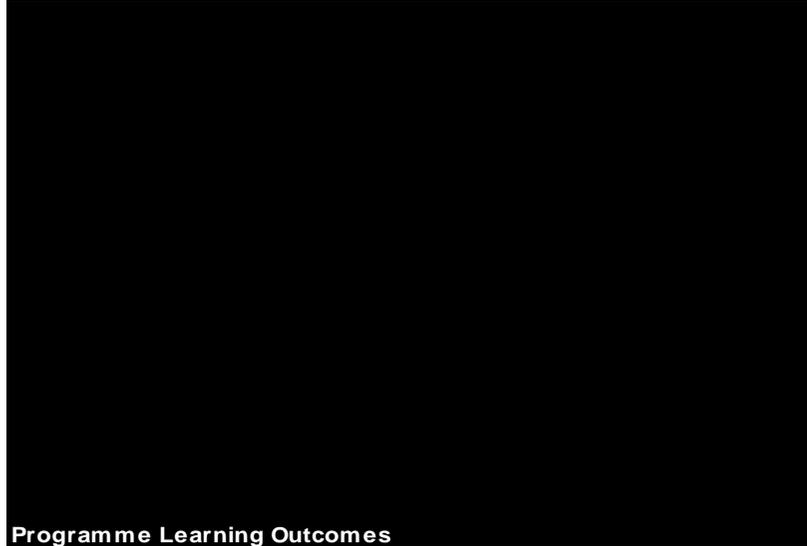
SEMESTER 2

Core module	MS3022	Activism and Protest in the Information Age	15
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Appendix 2: Module specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>

Programme Specification Appendix 3
 Skills Matrix: (P910) BA Media and Communication
 Post-Curriculum Transformation
 Date amended: 29/05/17



Programme Learning Outcomes

(a) Discipline specific knowledge and competencies

(vi) Other discipline specific competencies

Multimedia or video production techniques

Media research methodology

Online journalism techniques

(b) Transferable skills

(i) Oral communication

Make verbal presentations to a variety of audiences

Demonstrate ability to choose appropriate format/language

Use appropriate presentation aids

(ii) Written communication

Produce a variety of work in different formats

Effective communication of ideas and arguments

Critically review own work

(iii) Information technology

File creation management and storage

Use of electronic sources including internet, email, library cat.

Word processing inc. formatting and charts, graphs

Use of spreadsheets, charts, and graphs

(iv) Numeracy

Manipulate/present figures to support an idea or argument

Graphical display of data

Draw appropriate conclusions from numerical/graphical data

Appreciate basic concepts in research

Calculate and use simple statistics e.g. means

	MS1001	MS1002	MS1003	MS1006	MS1009	MS1011 Media Origins	MS1010 Creative Audiences	MS2000	MS2001	MS2003	MS2005	MS2006	MS2009	MS2010	MS2012	MS2013	MS2016 Media and Communication Research in Practice	MS2017 Television Studies	MS3000	MS3003	MS3004	MS3005	MS3030	MS3009	MS3011	MS3013
(vi) Other discipline specific competencies																										
Multimedia or video production techniques				X		X				X							X							X		
Media research methodology						X				X							X							X		
Online journalism techniques																										
(i) Oral communication																										
Make verbal presentations to a variety of audiences		X		X					X	X	X	X	X						X	X			X			X
Demonstrate ability to choose appropriate format/language		X		X					X	X	X	X	X						X	X			X			X
Use appropriate presentation aids		X		X					X	X	X	X	X						X	X			X			X
(ii) Written communication																										
Produce a variety of work in different formats	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X		X	X
Effective communication of ideas and arguments	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
Critically review own work	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
(iii) Information technology																										
File creation management and storage													X		X		X		X				X		X	X
Use of electronic sources including internet, email, library cat.	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
Word processing inc. formatting and charts, graphs	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
Use of spreadsheets, charts, and graphs										X							X						X			
(iv) Numeracy																										
Manipulate/present figures to support an idea or argument	X	X	X					X	X	X	X	X		X			X		X	X	X	X				
Graphical display of data										X							X						X			
Draw appropriate conclusions from numerical/graphical data	X	X	X			X		X	X	X	X	X		X			X		X	X	X	X	X	X		
Appreciate basic concepts in research	X	X		X		X	X			X							X						X			
Calculate and use simple statistics e.g. means										X													X			

