



## Programme Specification (Postgraduate)

Date created: 11/11/2017,  
for students entering in  
2018/19

### 1. Programme Title(s):

MA in Global Media and Communication

PG Diploma/PG certificate in Global Media and Communication \*

\*Exit awards only

### 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 12 months

The maximum period of registration is 24 months

### 5. Typical entry requirements:

Candidates should normally have at least an Upper Second class honours degree from a British university or its equivalent in one of the following: media/communication studies; politics; sociology; social, cultural or political theory; cultural studies. Candidates with degrees in related fields may also be considered at the discretion of the programme team. Where English is not the applicant's first language or the main language of prior learning, either IELTS 6.5 or an equivalent score on a test of English as an additional or foreign language is required.

### 6. Accreditation of Prior Learning:

None accepted

### 7. Programme aims:

The programme aims to provide students with a comprehensive grounding in theories, perspectives and research related to globalization, global media and communications. The programme'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, students on this programme will critically consider the role of media and communications technology in shaping cultures and societies, influencing development processes and linking different transnational communities. The programme helps students to understand more fully how media and communications are central to the changing structures, boundaries and flows of our increasingly globalized world. The programme also pays particular attention to global development and inequalities, and the ways in which communication processes can be seen to both widen and close the gap between the global 'north' and 'south'.

Teaching on the programme is done by a combination of lectures, seminars, workshops and tutorials. Assessment is by means of essays, research methods assignments and a dissertation.

## Course Objectives

At the end of the course students should have an understanding of:

- The relationship between processes of globalization, media and communications and their diverse impacts on social change.
- Communication and its impact on processes of global development.
- Contemporary historical processes shaping globalization and the digital era, the changing roles of states and corporations in this context and the emergence of global civil society
- Evolving patterns of cultural production and consumption and transformations in the global media environment, including processes of conglomeratization, digitalization and convergence.
- Relationship of communications to contemporary identity issues, including in relation to diasporic and new virtual communities.
- Evolving nature of global public sphere and civil society and potential use of new media for social movements and democratization.
- The range of research skills and methodologies required for systematic analysis of these developments.

### 8. Reference points used to inform the programme specification:

- QAA Framework for Higher Education Qualifications
- University of Leicester Learning and Teaching Strategy:  
<http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- University Employability Strategy
- Periodic Developmental Review Reports
  - Annual Developmental Review
- External examiners' reports
- First Destinations Data
- Surveys of registered School of Media, Communication and Sociology taught postgraduate students

### 9. Programme Outcomes:

The Intended Learning Outcomes listed below refer to Postgraduate Diploma and Master's level, except where indicated otherwise

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>(a) Subject and Professional skills</b>		
<b>Knowledge</b>		
Demonstrate (for the PG Dip and MA advanced) knowledge of theories of society, media and culture, their origins and contemporary application in the study of globalization, the media and communication technologies and the social and cultural processes associated with these.	Lectures, seminars, tutorials, workshops, guided reading, tutor feedback on assessment.	Seminar presentations, critical writing exercise, essays and for the MA only, the dissertation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Concepts</b>		
<p>For the PG Cert: describe and explain, for the PG Dip and MA: describe, explain, critically discuss and analyse, the following concepts: society, culture and the media; the nature of research evidence; the social, political and economic implications of research for societies, nations and cultures.</p>	<p>Lectures, seminars, tutorials, guided reading, tutor feedback on assessment.</p>	<p>Essays, critical writing exercise, research reviews; individual and/or small group research projects; and for the MA only, the dissertation</p>
<b>Techniques</b>		
<p>Ability to describe and apply of a range of media research methods. Ability to analyse and assess a variety of complex textual and audio-visual material; discuss conceptual issues; assess relevance and quality of a wide range of primary and secondary sources and empirical research evidence; and for the MA only, mount and sustain an independent academic enquiry at an advanced level</p>	<p>Lectures, plenary discussions with key researchers, seminars, tutorials, guided reading, dissertation supervision; tutor feedback on assessment; supervision of dissertation work.</p>	<p>Individual and/or small group research projects; critical reading exercise, research reflection report, research design report, and for the MA only, the dissertation</p>
<b>Critical analysis</b>		
<p>For the PG Cert: describe and explain, for the PG Dip and MA: describe, explain, critically discuss, analyse and evaluate, contrasting theoretical approaches and empirical research techniques and to construct critical lines of enquiry</p>	<p>Lectures, seminars, tutorials, discussion workshops, guided reading, tutor feedback on assessment.</p>	<p>Seminar presentations, critical writing exercise, essays and individual and/or small group research projects; and for the MA only, the dissertation.</p>
<b>Presentation</b>		
<p>Ability to report on primary and secondary research evidence clearly and concisely via oral, written and electronic means</p>	<p>Lectures, seminars, tutorials, guided reading, tutor feedback on assessment.</p>	<p>Seminar presentations, critical writing exercise, essays, research reports; and for the MA only, the dissertation</p>
<b>Appraisal of evidence</b>		
<p>Ability to summarize, review and evaluate research literature and primary and secondary research evidence.</p>	<p>Lectures, seminars, tutorials, guided reading, tutor feedback on assessment, research exercises; supervision of dissertation work.</p>	<p>Seminar presentations, critical writing exercise, essays, research reports; and for the MA only, the dissertation</p>

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
<b>(b) Transferable skills</b>		
<b>Research skills</b>		
Undertake literature reviewing, demonstrate knowledge of principles of research design, apply a range of research methods, and data analysis techniques.	Lectures in research methods, independent/group research exercises; supervision of dissertation	Seminar presentations, essays, research reflection report, research design report,; and for the MA only, the dissertation.
<b>Communication skills</b>		
Ability to deliver spoken presentations to a high standard with an awareness of the audience's level of knowledge; ability to answer questions before a group; ability to write clearly and concisely and communicate ideas and theoretical concepts effectively.	Lectures, seminars and tutorials; dissertation supervision.	Seminar presentations, essays, research reports; and for the MA only, the dissertation
<b>Data presentation</b>		
Ability to present and discuss research evidence concisely and clearly using appropriate presentation techniques. Ability to make accurate and appropriate bibliographic references.	Lectures and tutorials; dissertation supervision.	Small group research projects; research reflection report, research design report, and for the MA only, the dissertation
<b>Information technology</b>		
Ability to use appropriate information technologies for the presentation of information, analysis of data and in writing.	Lectures and seminars	Seminar presentations, critical reading assignment, essays, research reports; and for the MA only, the dissertation
<b>Problem solving</b>		
Ability to identify, assess and solve problems encountered in the conduct of research.	Essay and dissertation writing; tutorials; tutor feedback; independent/group research exercises.	Research reports; and for the MA only, the dissertation
<b>Working relationships</b>		
Ability to identify and make use of expert sources of advice and guidance; ability to collaborate with peers.	Group research exercises; supervision of dissertation	Seminar presentations, critical writing exercise, critical reading exercise, research reports; and for the MA only, the dissertation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Managing learning</b>		
Ability to organise work to meet timetabled deadlines and to produce coherent spoken and written presentations of scale appropriate to required task. Ability to respond to advice and guidance. For the MA only, ability to design a viable and realisable dissertation project and complete this on schedule.	Written module and coursework guides; course handbook; advice from tutor; lectures in research methods, independent/group research exercises	Seminar presentations, critical writing exercise, essays, research reports; and for the MA only, the dissertation
<b>Career management</b>		
Develop the ability to apply the skills and knowledge gained to potential future occupational contexts	Tutor feedback; independent research and dissertation supervision.	Student evaluation of the programme and students' reflections on their own personal and professional development in online and face to face group discussions

#### 10. Special features:

- Distinct focus on the relationship between processes of globalization, media and communications and their diverse impacts on social change
- Provides analytical and research skills to face contemporary and historical processes shaping globalization in the digital era.
- Graduates have gone onto jobs including digital media organisations, press and broadcast organisations, international news agencies, government departments, advertising firms and public relations organisations.
- Emphasis on research methods also provides a solid foundation for students who wish to continue to research at doctoral level.

#### 11. Indications of programme quality:

The programme has consistently received high praise from external examiners and student evaluations indicate that students both enjoy their studies as well as achieving excellent learning outcomes. Students who have completed our programmes have gone on to successful careers in academia, teaching, commercial research, and a wide range of media and media-related occupations.

#### 12. Scheme of Assessment

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

#### 13. Progression points

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate award where appropriate.

#### 14. Rules relating to re-sits or re-submissions:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

#### 15. Additional information [e.g. timetable for admissions]

n/a

**16. External Examiners:**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports can be found [here](#).

## Appendix 1: Programme structure (programme regulations)

---

### MA/Postgraduate Diploma in Global Media and Communication

---

All candidates will take five core modules across Semesters 1 and 2, and will select two optional modules for 15 credits, from the range of Option modules offered in Semester 2. Students will also be required to complete a Dissertation for 60 credits in Semester 2.

Module Code	Module Title	Credits	Semester
MS7083	Theories of Globalization and New Media	30	Semester 1
MS7400	Media Research Methods	15	Semester 1
MS7086	Global Media: Structures and Representations	15	Semester 1
MS7082	Global Communications and Development	15	Semester 2
MS7006	Global Affairs: Actors, Communication and Culture	15	Semester 2
MS7012*	Dissertation	60	Both semesters

\* Compulsory only for degree of M.A.

Students should also select two of the following 15 credit modules:

Module Code	Module Title	Credits	Semester
MS7056	Globalization of Sexuality: Culture and Media	15	Semester 2
MS7028	Technology and Social Change: Global Perspectives	15	Semester 2
MS7030	Critical Approaches to Consumer Culture	15	Semester 2
MS7034	International Political Communication	15	Semester 2
MS7043	Digital Media in Everyday Life	15	Semester 2
MS7052	Chinese Media and Popular Culture in a Global Context	15	Semester 2
MS7100	Critical Approaches to Celebrity Culture	15	Semester 2
MS7211	The Cultural Industries: Theory, Policy and Practice	15	Semester 2
MS7036	Digital Journalism	15	Semester 2
MS7214	Gender Politics in Contemporary Media	15	Semester 2
MS7222	Critical Games Studies	15	Semester 2
MS7223	Studying Film	15	Semester 2
MS7221	Media Solidarities and Human Rights	15	Semester 2
MS7085	Making the Web	15	Semester 2

*The list of optional modules available on an individual programme may be subject to change if they are under or over subscribed to the extent that the quality of teaching would be affected to the detriment of students.*

## **Appendix 2: Module Specifications**

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