



## Programme Specification (Postgraduate)

Date amended: April  
2018, for students  
entering in 2018/19

### 1. Programme Title(s):

MA in Mass Communications  
PG Diploma/PG Certificate in Mass Communications\*

\*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. Preference is given to students with good first degrees in a social science. Applicants who do not have a first degree, but who can demonstrate other relevant qualifications and/or experience may also be considered.

Where English is not the first language, students are required, prior to admission to the Centre, to provide evidence of their proficiency in both written and spoken English. This should usually be a score of 6.5 in the British Council IELTS test or a score of 600 in the TOEFL. The University will also accept equivalent qualifications and further advice can be obtained from the Graduate Office.

### 6. Accreditation of Prior Learning:

Not applicable

### 7. Programme aims:

The programme aims to provide students with a critical knowledge of the historical development and key paradigm shifts in the study of media, culture and communication and with a comprehensive grounding in the theories and research necessary for studying, analysing, and understanding media and communication processes in both national and global contexts. The course provides extensive training in communication and social science research methods and approaches, including training in methods for studying new communication technologies, such as the internet, and training in web- based research.

Course objectives: at the end of the course students will have an understanding of:

- The relationship between contemporary media issues and social theory, including debates about media and modernity;
- The role of communication within processes of globalization;
- Ability to critically assess competing arguments in media and social theory;

- Different perspectives on the organisation of the mass media, and different

- frameworks for the analysis of the way such organisations operate both nationally and internationally;
- The organisational, professional and ideological constraints on the production of news and other media content;
- Key theories and models of media influence, media audiences and media consumption;
- The historical progression and socio-political context of research on media influence and media audiences;
- The social/audience/research implications of new media and communication technologies;
- The relationship between theory and method in the social sciences;
- The strengths and weaknesses of a broad range of approaches and methods for analyzing media and communication processes;
- How to identify, access and use information and communication resources in the social sciences;
- How to collect, manage, analyse and interpret communication and social science research data;
- How to formulate research questions, conceptualise research problems, design and carry out small-scale social science research.

#### 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
- Annual programme reviews of existing taught postgraduate provision
- Periodic Developmental Review Reports
- Annual Developmental Review
  - External examiners' reports
- First Destinations Data

#### 9. Programme Outcomes:

The Intended Learning Outcomes listed below refer to Postgraduate Certificate, 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>  |  |   |
| Advanced knowledge of the subject and of the historical and socio-cultural context of theorizing and research in this field.<br>For the PG Cert:<br>Knowledge of the theories, methodologies and approaches used for studying the subject | Lectures, seminars, tutorials, group project work, practical assignments, independent research | Oral presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation |

|   |  |  |
|---|--|--|
| For the MA and PG Dip:<br>Advanced knowledge of the theories, methodologies and approaches used for studying the subject. |  |  |
|---|--|--|

| <b>Intended Learning Outcomes</b>  | <b>Teaching and Learning Methods</b>   | <b>How Demonstrated?</b>   |
|--|--|--|
| <b>Concepts</b>  |  |  |
| <p>For the PG Cert:<br/>Describe and explain media organizations, media professionals, and media and communication processes in both national and global contexts.</p> <p>For the MA and PG Dip:<br/>Describe, explain and discuss media organizations, media professionals, and media and communication processes in both national and global contexts.</p> | Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours | Oral presentations, essays, research design report, multiple choice quiz, and, for the MA only, the dissertation                                 |
| <b>Techniques</b>  |  |  |
| <p>For the PG Cert:<br/>Describe the techniques that are central to the study of the media and communication.</p> <p>For the MA and PG Cert:<br/>Describe and apply the techniques that are central to the study of the media and communication.</p>   | Five core one-semester modules in the subject, options, seminars and dissertation tutorials              | Oral presentations, essays, research design report, research reflection assignment, multiple choice quiz, and, for the MA only, the dissertation |
| <b>Critical analysis</b>   |  |  |
| <p>For the PG Cert: Describe concepts and techniques with independence, rigor and self-reflexivity.</p> <p>For the MA and PG Dip:<br/>Critically discuss and evaluate concepts and techniques with independence, rigor and self-reflexivity.</p>   | Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours | Oral presentations, essays, research design report, research reflection assignment, multiple choice quiz, and, for the MA only, the dissertation |

| Intended Learning Outcomes  | Teaching and Learning Methods   | How Demonstrated?  |
|---|---|--|
| <b>Presentation</b>   |   |  |
| <p>Ability to: organize research material to present coherent and effective arguments; to distinguish between different kinds of relevant and non-relevant sources and material; to work individually and in groups to present findings; to write-up and deliver oral reports on findings to a professional standard.</p>   | <p>Seminars, tutorials, independent Research, one-to-one meetings/supervision during office hours</p> | <p>Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation</p> |
| <b>Appraisal of evidence</b>  |   |  |
| <p>For the PG Cert:<br/>Describe a variety of complex conceptual, theoretical and historical issues; assess the relevance and quality of a range of primary and secondary literature and sources.</p> <p>For the PG Dip and MA: Ability to analyse, compare, contrast, and critically assess a variety of complex conceptual, theoretical and historical issues; assess the relevance and quality of a substantial range of primary and secondary literature and sources.</p> <p>For the MA only: in addition, the ability to mount and sustain an independent level of inquiry at an advanced level.</p> | <p>Seminars, tutorials, independent Research, one-to-one meetings/supervision during office hours</p> | <p>Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation</p> |

**(b) Transferable skills**

| <b>Research skills</b>   |  |   |
|--|--|---|
| Progressive improvement in the ability to locate, organise and marshal evidence, formulate research questions; conceptualise, plan and execute research, applying appropriate methods; analyse complex ideas, theories and data; report findings; construct sophisticated critical arguments | Through progressive modes of assessment, from essays to the dissertation, which draw on increasing levels of knowledge and understanding | Oral presentations, essays, written assignments, research design report, research reflection assignment, and, for the MA only, the dissertation |
| <b>Communication skills</b>  |  |   |
| Ability to: deliver oral presentations to professional standard; work effectively in a group to complete the research methods assignment; respond effectively to questioning; write cogently and clearly   | Lectures, seminars, group-work and tutorials, one-to-one meetings/supervision during office hours  | Oral presentations, essays, written assignments, research design report, research reflection exercise, and, for the MA only, the dissertation   |
| <b>Data presentation</b>   |  |   |
| Ability to utilise appropriate computer software for data management and presentation purposes, and ability to present research clearly and effectively using appropriate IT resources   | Modules, assignment, seminar feedback; and, for the MA, dissertation supervision and feedback.   | Oral presentations, essays, written assignments, research design report, research reflection assignment, and, for the MA only, the dissertation |
| <b>Information technology</b>  |  |   |
| Use word processing the preparation of written work.<br><br>Use the internet to access appropriate information.<br><br>Use specialist software for the analysis of qualitative and quantitative data.  | Lectures, seminars, practical exercises and own research   | Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation                                 |

| Intended Learning Outcomes  | Teaching and Learning Methods  | How Demonstrated?   |
|---|--|---|
| <b>Problem solving</b>  |  |   |
| Demonstrate problem formulation and solution.   | Lectures, seminars, tutorials, independent and group work.   | Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation   |
| <b>Working relationships</b>  |  |   |
| Combination of individual and group skills related to project development, research and assessment of findings. Knowing how and when to draw on the expertise of others.  | Seminar activities, tutorials, group work, dissertation proposal   | Seminar and group work, tutorials, and, for the MA only, the preparation of dissertation proposal   |
| <b>Managing learning</b>  |  |   |
| Identify suitable material for specific essays from reading lists, library and web-based sources. For the MA only, to identify a credible research project, drawing up a realistic research time-table, identifying and applying suitable research methods, reflecting on and writing up results. | Media Research Methods and Researching Media and Public Communication, tutorials, , group exercises, one-to-one meetings/supervision during office hours | Oral presentations, essays, research design assignment, and, for the MA only, the dissertation  |
| <b>Career management</b>  |  |   |
| Develop the ability to apply the skills and knowledge gained to existing and potential future occupational contexts   | Working with colleagues from a wide range of professional backgrounds, independent research and dissertation supervision                                 | Student evaluation of the course and students' reflections on their own personal and professional development in tutorials and face to face group discussions |

#### **10. Special features:**

The programme will be jointly taught by a team of academic staff who deliver world leading or international famous research in the fields of media and communication. Teaching will include lectures, seminars, workshops and tutorials. Students will be actively involved in classroom discussions, group exercises and in individual projects. The course provides extensive training in communication research, methodology and theory. It provides students with a thorough grounding in the theories, approaches and research necessary for studying, analysing, and understanding media and public communication processes in both national and global contexts. Building on a comprehensive overview of the history of the study of media and communication, the course enables students to critically engage with contemporary debates on the social, political and cultural roles of media and communication in modern societies. Emphasis is given to training in the full range of quantitative and qualitative methods and approaches necessary for analysing all aspects of the communication process, from media organisations, media professionals and production to media content, audiences and cultural consumption. Students will learn and practice formative skills as well as have a chance to demonstrate the skills they have learned and the levels of their skills they have reached.

#### **11. Indications of programme quality:**

The programme has the longest history in the department and has attracted a large number of students. External examiners regularly praise the MA in Mass Communication for its comprehensiveness, up-to-dateness and coherence. Students who have completed our programmes have gone on to successful careers in academia, teaching, commercial research, and a wide range of media and communications-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 Mass Communications

Core Modules:

| Module Code | Module Title                                      | Credits | Semester       |
|-------------|---|---------|----------------|
| MS7009      | Contemporary Issues in Media and Cultural Studies | 30      | Semester 1     |
| MS7400      | Media Research Methods                            | 15      | Semester 1     |
| MS7002      | Mass Communication Theory                         | 15      | Semester 1     |
| MS7013      | Media Audiences and Users                         | 15      | Semester 2     |
| MS7025      | Researching Media and Public Communication        | 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 |
| 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>