UNIVERSITY OF EAST LONDON

POSTGRADUATE PROGRAMME SPECIFICATION

MA Media, Communication and Global Development

Final award	MA,
Intermediate awards available	PG Cert, PG Dip.
Mode of delivery	UEL on campus
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Master's degree characteristics
Date specification last updated	11th May 2016

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A

The summary - Programme advertising leaflet

Programme content

The intersections between the media and international development are more intricate in the 21st century as new worries about 'terrorism' compound old worries about poverty, and the proliferation of new media results in dramatic increases in the volume, formats and patterns of global news flows. The MA in Media, Communication and Global Development will offer you a conducive and intellectually stimulating environment to analyse these complexities. It will also equip you with the knowledge and multimedia skills that you need to produce and distribute international development news and information in a variety of formats. On completion of the course you will be equipped to apply for high-level jobs in the media or international development sector, initiate self-defined media or international development projects or apply for an MPhil/PhD. This programme will enable you to learn in exciting and innovative ways and instil in you the drive to develop self and society.

MA Media, Communication and Global Development at UEL

The MA Media, Communication and Global Development will provide you with:

- A comprehensive, advanced and critical understanding of the relationships between the media and global development sector and practitioners
- A platform to engage in current and historical debates about globalisation, mediatisation, international development and the media
- The intellectual knowledge to analyse and communicate development information journalistically and academically
- A conducive environment and the technical resources to produce development news and information in various multimedia formats
- The option of interim awards at postgraduate certificate and diploma level if you do not wish to, or are unable to, complete the programme
- The opportunities to meet and interact with industry players in media, international development and the NGO sector.

Programme structure

Students commencing the programme in September will spend one full year. Part time students will spend two years. There are three compulsory *taught* modules; choice of one option module from six options; and a dissertation in a specialist area of your interest (also compulsory).

Learning environment
Lectures, seminars, workshops, tutorials – with academic and personal tutors, field visits – and invited guests, guided and independent reading and research, and student-led presentations

Assessment
Work is assessed by essays and reports, writing for the media, media production, exam, policy briefing and blogs and a dissertation. The final award takes account of all module marks.

Students with disabilities and/or particular learning needs should discuss assessments with the University's Disability and Dyslexia Service to ensure they are able to fully engage with all assessment within the programme.

Relevance to work/profession
Many modules on this programme teach advanced research and data analysis skills. We also impart industry-relevant skills that will enhance opportunities for employment and career advancement. By highlighting employability and entrepreneurial skills, this programme will equip graduates to apply for reporting and editing jobs in the Media, the NGO sector or to work as self-employed development news communicators. We will create ample opportunities throughout the programme for students to meet and network with practitioners and relevant organisational representatives mostly from the Greater London Area. This will be in the form of guest Lectures, visit to media houses and NGO offices, workshops and conferences, such as Development Studies Association, BOND,

C4D, etc. Through such meetings and networking, students will be able to establish and maintain valuable links with practitioners.

Dissertation/project work

This programme will train students to plan, carry out and communicate social research. Therefore a central element of the programme is the writing of a dissertation. This means students will carry out an original piece of research supervised by of one of our lecturers. In addition to the dissertation, students will also have ample opportunities on other modules to enhance their research, writing and communication abilities and to work in teams.

Added value

This programme is unique because it combines the expertise and resources of two vibrant and successful schools in UEL – Social Sciences (SS) and Arts and Digital Industries (ADI). Through the Media Production Services (MPS), housed in ADI, students have access to the most up-to date-technology and equipment for multimedia production. Both schools have numerous opportunities and platforms for intellectual exchange and networking with industry professionals. The programme's location in the heart of East London enhances contacts with and visits to media establishments and NGO offices. No similar programme in any UK university has such unique intellectual location and geographical advantages.

Your future career

By highlighting employability and entrepreneurial skills, this programme will equip graduates to apply for reporting and editing jobs in established Media or to initiate new media start-up.

Graduates will also be well-placed to study for an MPhil or a PhD or to apply for higher-level jobs in the international development sector. They are likely to find jobs in the media or public relations departments of international and local NGOs and the international development departments in the UK or abroad.

How we support you

This programme is located in the School of Arts and Digital Industries and the School of Social Sciences. Both Schools frequently convene research skills workshops. These workshops are open to all postgraduate students. Students on this programme will also be assigned to a personal tutor who will provide advice on research, UEL assessment requirements and general academic progress. Students can get direct and immediate help with a variety of issues by speaking to colleagues at the Student Hub located in the East Building. Specialist support is additionally provided by the Skillzone, Disability and Dyslexia Service, Student Health and Wellbeing team and dedicated postgraduate Academic Writing classes. The Library at the Docklands Campus, where this programme is taught, is open 24 hours a day. It houses modern and easy-to-use information retrieval and management system through which students are able to access books, journals, databases and comprehensive on-line material. The library also offers an inter-library loan

service, which means that students are able to access the resources of other universities. Our postgraduate students have dedicated spaces with internet-enabled computers and storage space. Here they are able to network and engage in intellectual and social exchanges.

Bonus factors
- Students on this programme have unlimited access to the best quality multimedia production software and equipment
- The programme offers opportunities for networking with industry professionals through participation in the activities of C4D, guest lectures (in core modules and via Social Sciences Guest Lecture programme), conferences and industry visit
- Students have the opportunities to undertake collaborative programmes with local NGOs, through a range of existing networks to which academic staff belong.

Programme aims and learning outcomes

What is this programme designed to achieve?
This programme is designed to give you the opportunity to:

- Critique and communicate ideas about the media and global development journalistically and academically
- Initiate and execute self-defined journalistic projects (Critical Approaches module)
- Formulate and execute a self-defined academic research project in the area of media and global development
- Network with global development practitioners and form links with relevant NGOs (through guest lectures on core modules)

What will you learn?

Knowledge
- You will acquire a critical understanding of key concepts in media, communication and global development
- You will study the impact of globalisation and mediatisation on development practice and communication
- You will evaluate the role of citizen journalism and new/social media in the mediation and communication of development news and information
- You will acquire theoretical knowledge to enable you initiate and execute development-focused media projects
- You will gain detailed knowledge of the legal and ethical requirements for producing good development news

Thinking
- Critique coverage of global development by media in the North and South
- Acquire a critical understanding of key drivers of changes on the global media landscape
- Evaluate various strategies of development management and how they interface with mediatisation and globalisation.

Subject-Based Practical Skills

- Apply new/social media to production, distribution and consumption of development news and information
- Acquire intellectual and editorial skills for producing development news in a variety of formats
- Evaluate and critique the different approaches to development communication

Skills for life and work (general skills)
- Explain complex ideas through standard and accessible academic writing
- Utilise library-based and electronic resources for information gathering and processing
- Formulate arguments and communicate complex ideas to different audiences

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

3   equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme

4   equivalent in standard to the first year of a full-time undergraduate degree programme

5   equivalent in standard to the second year of a full-time undergraduate degree programme

6   equivalent in standard to the third year of a full-time undergraduate degree programme

7   equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 180. We also have final and intermediate awards as follows: 60 for Postgraduate Certificate (requires two core modules: Development Management in the International Context + Critical Approaches to Media, Communication and Development) and 120 credits for Postgraduate Diploma (requires the above two core modules plus two optional modules).

Typical duration

The duration of this programme is one calendar year full-time, and two calendar years part-time. Enrolment is in September. It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The academic year runs from September to September, with students completing their dissertation from June to September. Full-time students will study the equivalent of 180 credits over the year while those studying part-time will complete 90 credits in the first year and 90 in the second.

What you will study when

To ensure consistent standards of delivery and student support across the programme full time and part time will start in September There will be three core modules, one 60-credit Dissertation and one option module within the Programme.

Level	UEL Module Code	Available by distance learning (Y/N)	Module Title	Credit	Status
7	AI7201	N	Development Management in the International Context	30	Core
7	CC7601	N	Critical Approaches to Media, Communication and Development	30	Core
7	AI 7204	N	Qualitative Research Methods for the Social Sciences	30	Core
7	MSM 7509 or AI7400	N	Dissertation from either Humanities Social Sciences, to be determined by the student.	60	Core
7	MS 7515	N	Documentary Cinema	30	Option
7	AI 7203	N	Sustainability and the Commons	30	Option
7	AI 7401	N	Conflict, Displacement & Human Security	30	Option
7	AI 7405	N	Global Environmental Politics	30	Option
7	AI 7403	N	Introduction to Forced Migration	30	Option

Requirements for gaining an award

In order to gain a Postgraduate Certificate, you will need to obtain 60 credits at Level 7 (requires two core modules: Development Management in the International Context + Critical Approaches to Media, Communication and Development)

In order to gain a Postgraduate Diploma, you will need to obtain 120 credits at Level 7 (requires the above two core modules plus two optional modules).

In order to obtain a Masters, you will need to obtain 180 credits at Level 7. These credits will include a 60 credit level 7 core module of advanced independent research.

Masters Award Classification

Where a student is eligible for a Masters award then the award classification is determined by calculating the arithmetic mean of all marks and applying the mark obtained as a percentage, with all decimals points rounded up to the nearest whole number, to the following classification

70% - 100%	Distinction
60%- 69%	Merit
50% - 59%	Pass
0% - 49%	Not passed

Teaching, learning and assessment

Knowledge is developed through
- lectures
- seminars
- workshops
- tutorials – with academic and personal tutors
- field visits – and invited guests
- guided and independent reading and research
- student-led presentations

Thinking skills are developed through
- seminars
- small-group discussions
- workshops
- tutorials
- field visits (core modules)
- student-led presentations
- applying initiative and original thinking in analysis and creation of reports

Practical skills are developed through
- library and archive research

- data analysis
- essay and report writing
- technical production workshop (optional module)
- student-led presentations
- research seminars
- independent research dissertations
- formulating problems and managing learning tasks, carrying out research
- work with autonomy, discipline and professionalism

Skills for life and work (general skills) are developed through
- essay and report writing, group presentations, independent research dissertation
- collaborating in a small group as a leader or participant to solve a specific problem
- presentations of reports of seminar research and group presentations
- defining the parameters of a problem, researching it autonomously and managing the research process
- undertaking research within an organisation (optional but encouraged in dissertation module)

Assessment approach

All assessment will be conducted in accordance with UEL's assessment policy. It is proposed that the External Examination of the programme would be undertaken by the either existing External Examiner for the MSc NGO and Development Management or an eminent academic in the field of development communications.

Knowledge is assessed by:
- essays and reports
- writing for media (optional module)
- media-related technical production, such as a short campaigning film
- exam
- policy briefing and blogs
- dissertation project (MA only)

Thinking skills are assessed by:
- essays and reports
- exam
- media-related technical production (optional module)
- policy briefing and blogs
- dissertation project (MA only)

Emphasis is placed upon understanding of topic/s; application of knowledge in making an argument; clarity of arguments; evidence of synthesis and creativity; evidence of independent thought; and originality and distinctiveness of the student's own viewpoint.

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Practical skills are assessed by
- essays and reports
- exam
- media-related technical production
- policy briefing and blogs
- dissertation project

Emphasis is placed upon evidence of systematic preparation; coherent structure and analytic insight in the assessed work; and clarity of expression.

Skills for life and work (general skills) are assessed by
- essays and reports
- exam
- conference presentation paper or poster
- small group work
- library research
- online information gathering
- policy briefing and blogs
- dissertation project

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements (not applicable);
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme
The quality of this programme is monitored each year through evaluating:
- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee
This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners
The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:
- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:
- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

The external examiner reports for this programme are located on the UEL virtual learning environment (Moodle) on the school notice board under the section entitled 'External Examiner Reports & Responses'. You can also view a list of the external examiners for the UEL School by clicking on the link below.

http://www.uel.ac.uk/qa/CurrentExternalExaminers.htm

Listening to the views of students

The following methods for gaining student feedback are used on this programme:
- Module evaluations
- Regular Student/Staff consultation meetings (occurring at least once per semester)
- Annual Student Satisfaction questionnaire

Students are notified of the action taken through:
- circulating the minutes of the student/staff consultations
- email news bulletin to students
- providing details on the programme noticeboard
- In-class announcements

Listening to the views of others

The following methods are used for gaining the views of other interested parties:
- Questionnaires to former students
- Annual student satisfaction questionnaire
- Interviews with former students

Where you can find further information

Further information about this programme is available from:

- The UEL web site (http://www.uel.ac.uk);
- The student handbook
- Module study guides
- UEL Manual of General Regulations http://www.uel.ac.uk/qa/;
- UEL Quality Manual http://www.uel.ac.uk/qa/;
- Regulations for the Academic Framework http://www.uel.ac.uk/academicframework/
- School of Arts and Digital Industries http://www.uel.ac.uk/adi/
- School of Social Sciences http://www.uel.ac.uk/socialsciences/