

Media Studies

**Please note that recruitment to this programme is currently suspended.*

Final award	BA (Hons)
Intermediate awards available	Cert HE, Dip HE
UCAS code	P300 - Level 1 entry (3 Year full time route)
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Media, Cultural & Communication Studies, Film Studies
Date specification last up-dated	October 2014

Profile

The summary - UCAS programme profile

BANNER BOX:

We combine innovative teaching, high-quality facilities, and committed student support with cutting-edge research expertise; we are proud to be ranked 7th highest among UK universities for media research (*The Times*, based on Research Assessment Exercise 2008).

ENTRY REQUIREMENTS

The minimum requirements for entry for Level 1 entry are 240 UCAS tariff points from: A/AS level (Including 2 A2 passes), GNVQ, AVCE, Scottish Highers, International Baccalaureate, European Baccalaureate, BTEC / SCOTEC Diploma, Relevant Access Course or successful completion of the Level 0. Other qualifications, including overseas, may be considered.

We also welcome applicants from mature students who do not have sufficient formal qualifications but may have relevant experience. Students applying to this programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject. Applicants may be invited for interview. Students may also be admitted through Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes.

International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes. You must be able to understand and express yourself in both written and spoken English and some evidence e.g. For level 1 entry a TOEFL score of 550 or an IELTS score of 6.0 (no skill level below 5).

If you have the potential, commitment and enthusiasm to study for a degree but are unable to meet the entry requirements for your chosen degree programme you can apply for the Extended Degree programme route. An Extended Degree includes a Level 0 year, making the period of study 4 years or 5 years if the Extended Degree programme is taken on a part-

time basis. The programme provides a supportive learning space for students to experience academic studies at university and helps develop confidence and academic skills in preparation for Levels 1-3. The programme is also highly rated by students who successfully complete the programme. Successful completion of the programme guarantees entry to a range of Single Honours programmes or a Combined Programme of study within the School of Arts and Digital Industries.

More details of the Extended Degree programme can be found [here](#)

At UEL we are committed to working together to build a learning community founded on equality of opportunity - a learning community which celebrates the rich diversity of our student and staff populations. Discriminatory behaviour has no place in our community and will not be tolerated. Within a spirit of respecting difference, our equality and diversity policies promise fair treatment and equality of opportunity for all. In pursuing this aim, we want people applying for a place at UEL to feel valued and know that the process and experience will be transparent and fair and no one will be refused access on the grounds of any protected characteristic stated in the Equality Act 2010

ABOUT THE PROGRAMME

What is Media Studies?

From television and film to mobile and social media, digital media are central to modern life, influencing how we work, relax, make sense of the world and relate to those around us. Media studies is about understanding how the various media can shape the way we live. It examines the character, content, wider context and influence of the media. Media studies investigates technologically mediated communication in order to understand its practices and explore its meanings and consequences for human experience.

Media Studies at UEL

Our well-established media programme, one of the first in Britain, combines state-of-the-art production facilities with teaching staff expertise across a broad range of media forms and perspectives, cultural theory and contemporary practice.

Media Studies at UEL enables students to pursue a truly broad range of interests in the practice and study of media, including television, radio, film, music, publishing, marketing communications, social media, and convergent digital media. The programme explores the changing nature, reach and influence of the media and places emphasis on making sense of changes in media industries, work practices, media forms, cultures and technologies in a global and comparative context. The teaching team are all active researchers and/or producers of the media; we pride ourselves on our commitment to innovative teaching and strong student support and guidance.

Our interdisciplinary programme equips students to understand media practices through academic investigation and production work. We are proud of our innovative theory-practice approach, our broad-ranging programme, and our specialisms in international cultural analysis and media industries research. All students make media, and those wishing to specialise are assisted in developing advanced skills in media production.

Programme structure

The BA (Hons) degree requires three years of full-time study, or may be studied for up to six years part-time. Level one modules lay the theoretical, historical and practical foundations for the study of media. Level two modules engage students further in the professional side of our field (including work experience) while enabling them to pursue a range of intellectual and practice-based studies. At level three students complete an independent project, either a written dissertation or a media production project, and select from a variety of advanced module options. The course enables students to pursue media production work across all levels of the degree, but production is only core (i.e. required) for single honours students within the first two levels of study. Amongst the modules students can choose are ones addressing television, film, music, print, the internet, social media, mobile and convergent digital media. We offer modules on topics including youth cultures, music, media law, public relations, global media, and modules exploring how the media represent differences of identity, including gender, sexuality and race.

Learning environment

Lectures, seminars, workshops, personal tutorials, individual supervision of projects, web-based learning, study support groups, production space, technical support, external visits, guest speakers and events, networking opportunities. We have state-of-the-art production and editing facilities in our Multimedia Production Services centre and excellent resources and facilities in our newly built Library, at the Docklands campus, and also online. Digital facilities include Apple and PC labs, edit suites, a recording studio, radio station, photography facilities, multimedia production software and hardware.

Assessment

The majority of modules on the programme are assessed through essays, presentations, or where applicable, production pieces. Assessment is undertaken individually and in groups in relation to both theoretical and more practice-based modules. Assessment is continuous throughout each semester. There are no examinations on any required modules in the Media Studies programme. Students must complete and pass 12 modules in total at levels 2 and 3, including at least 4 at level 3.

Work experience/placement opportunities

Our programme places emphasis on employability throughout. All students have the opportunity to undertake work-based learning in the media or related culture industries. Work placement opportunities are also supported on a dedicated employability module, *Working in the Cultural Industries*. Recent work placements have included *Pride* magazine, Time Warner, *The Voice*, *Financial Times*, television, post-production and PR agencies. Preparing students for employment or further postgraduate training is an important theme throughout the programme. We have strong links with media and cultural industries in the capital, and work experience opportunities and related activities are supported and promoted throughout the year.

Project work

Students have the opportunity to develop their own ideas and interests in project work on production modules and on non-production modules. Production projects will normally be based on collaborative small group work. Project work forms an important part of the programme and includes simulating work practices in media production, for instance making an audiovisual or radio programme, or meeting a client brief for an online or multimedia project. In public relations and promotion, students work on writing news releases and promotional strategies. Students undertake an individual research or production project at level three, enabling them to develop their own ideas and specialism. Project work is also designed to help students acquire specialist and graduate skills in organisation, team working, communication and problem solving. Great care is taken to ensure that assessment recognises individual achievement, especially in work that may count towards the final degree classification.

Added value

Our programme places emphasis on employability throughout. We have close links with creative media firms, artists and professionals in London, taking advantage of the concentration of media employment in the capital and the resources available for those seeking to establish careers. Our students have pursued successful careers across media industries, as well graduate careers in communications, education and related areas.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- News, entertainment, popular culture, social networking, interactive media, the internet, global communications, promotional culture, politics, identities, programme-making, creative arts...
- Understanding media (mobile, social media, convergent digital media, television, film, radio, print media, photography, popular music and more)
- Making media (creating audiovisual, multimedia; working with text, image and sound)
- Learning through an innovative programme of flexible study and hands-on practice about media processes for a digital world

If you enjoy...

- Understanding how media products are made and used
- Exploring the social and cultural influence of media and communications
- Investigating how and why media industries and practices are changing rapidly across the world
- Gaining skills and experience in making media - acquiring technical know-how and understanding formats and languages of representation; working in groups, solving problems, trouble-shooting; realising project ideas from conception to completion
- Discussing the codes and conventions of media in forms such as popular entertainment, news journalism, documentary film-making, advertising and promotional media
- Examining recurrent attitudes and shifting coverage of issues in media such as portrayals of gendered, socio-economic and racialised identities
- Studying the aesthetic dimensions of representation

- Studying the historical, cultural, political-economic and technological aspects of media
- Practical and creative work-based learning

If you want...

An exciting, broad-ranging and interdisciplinary programme of study that offers a wide range of topics, flexibility of choice and opportunities to specialise.

We support and encourage students to pursue their own media interests to an advanced level. The programme examines changes in media industries, the implications of digitalisation, internationalisation and media convergence, media texts, and contemporary media practices. It considers media audiences and how media are used and understood, and it helps students explore the cultural significance and social influence of the media. This academically rigorous degree enables successful graduates to demonstrate the academic qualities and graduate skills sought by most employers, as well as specialist knowledge and skills relevant for pursuing careers in various media industries.

Media Studies can be studied as a single honours subject or as part of a combined honours programme. Our combined students choose media in combination with closely related programmes such as film, journalism, communication, cultural studies, advertising, or in combination with other subjects such as business studies, education, international development, or law.

Your future career

Media Studies at UEL provides critical skills and practical knowledge for graduates wishing to progress to careers in the media or associated industries, working in content creation, production, communications, research, and management. Our graduates have gone on to successful careers in media and film production, multimedia, publishing, public relations, advertising and communications. Recent graduates have found jobs as business magazine editor, multimedia production and editing, working for the BBC, establishing a successful consumer PR business, working in PR and communications. The skills derived from Media Studies have proven to be an appropriate base for progress into a great variety of careers including teaching, arts administration, event management, marketing communications, business, public services, the arts and 'information economy'. Our academically rigorous programme enables successful graduates to demonstrate the academic qualities and key graduate skills that are highly valued by employers across all sectors, as well as the specialist knowledge and skills relevant for pursuing careers in the media industries. Our graduates also go on to postgraduate study and research, including UEL's PhD and Masters programmes, or to further training in a wide range of fields including journalism, education, law, public relations, and management.

How we support you

There is a structured introduction to the programme and to study skills, with guidance throughout. Each student has a personal tutor responsible for providing regular guidance and support in relevant areas of personal and academic life. In addition, students have ready access to academic tutors on each of their modules and technical support staff for production work. Academic support for study and research skills is also provided in themed workshops.

There is support for a wide range of needs provided within the programme, School or University-wide. This includes a writing centre, study skills support, support for students with disabilities, welfare, advice and counselling services. The School's Student Support Office provides a full-time drop-in service for students in matters of programme management, administration and progression.

Bonus factors

- Close proximity to London's media and creative industries, specialist libraries, exhibitions and venues
- Opportunities for overseas exchange programmes of study
- A creative campus with students studying a range of related arts, social sciences and cultural industries subjects
- To be amongst an international, socially rich and culturally dynamic student population

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Acquire knowledge and develop understanding of the character and content of the media of public communication within a stimulating environment of learning and teaching
- Make media, and develop skills in media production
- Undertake work-based experiential learning
- Complete an independent research or production project in a relevant area of media studies

What will you learn?

All learning outcomes are covered in the programme's single honours route and where Maj, J and/or Min is shown against a learning outcome, this confirms that the learning outcome is covered in the Major, Joint and/or Minor routes offered.

Knowledge

- Of the relevant political economic, cultural, intellectual and aesthetic aspects of media production, institutions, forms and audiences required to understand the character and social influence of media (Maj, J)
- Of relevant technologies, practices and techniques of media production (Maj).
- Familiarity with a range of interdisciplinary approaches to studying media forms and processes (Maj, J)
- Comparative understanding of the media in national and global contexts (Maj, J, M)

Thinking skills

- To develop a critically informed analysis of media texts and practices (Maj, J, Min)
- To engage critically with key thinkers, debates and intellectual theories within the field (Maj)
- To understand and apply theories of media in analysis (Maj, J, Minor)
- To conceptualize the links between theory and practice (Maj)
- To reflect critically on the processes of production in your own, and in others' media projects (Maj, J).
- To investigate and analyse the complexities of media cultures, and changes in media systems (Maj, J, Minor)

Subject-Based Practical skills

- Competence in relevant media technologies and techniques including the skills involved in editing, lighting, photography, directing and the effective manipulation of sound, image and /or written word (Maj, J).
- Competence in writing skills such as scripting and storyboarding and the preparation of treatments and synopses (Maj, J).

Skills for life and work (general skills)

- Working independently; organising and managing tasks and workload effectively (Maj, J, Min)
- Research: how to plan and design research projects; how to locate, select and synthesise sources of information (Maj, J, Min)
- Communication: how to present ideas and information accurately and effectively (Maj, J, Min)
- Effective team working (Maj, J)

Structure

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:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme

- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is three years when attended in full-time mode or five years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of 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 teaching year begins in September and ends in June, but some programmes also allow students to join at the start of Semester B, in February.

A typical student, in full-time attendance mode of study, will register for 120 credits in an academic year. A student in a part-time mode of study may register for up to 80 credits in any academic year.

What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20-credit modules (or fewer, if any are 40 credit modules) per year. An honours degree student will complete modules totalling 120 credits at level one, modules totalling 120 credits at level 2 and modules totalling 120 credits at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three.
- Option - Select from a range of identified modules within the field

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of modules across the University

The following are the core and optional requirements for the single, major, joint and minor routes for this programme

Level 1 Entry

LEVEL	UEL Module Code	Title	Skills module (insert Y where appropriate)	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	MS1000	Contemporary Media Studies	Y	20	Core	Core	Option	n/a
1	MS1401	Media Past and Present	-	20	Core	Core	Core	Core
1	MS1403	Media Production 1	-	20	Core	n/a	n/a	n/a
1	MS1402	Introduction to Media Theory	-	20	Core	Core	Core	Core
1	MS1404	Media Production 2	-	20	Core	n/a	n/a	n/a
1	MS1102	Identity, Difference, Race	-	20	Option	Option	Option	n/a
1	MS1406	Film Analysis	-	20	Option	Option	Option	n/a
1	MS1407	Media and Gender	-	20	Option	Option	Option	n/a
1	CC1202	Cultural Politics	-	20	Option	Option	Option	n/a
1	CC1205	Media Lab: Narrating the Self	-	20	n/a	Option	Option	n/a
1	-	-	-	20	University Wide Option	n/a	n/a	n/a
2	MS2401	Media, Culture & Society	-	20	Core	Core	Core	Core
2	MS2406	Researching the Media	-	20	Core	Option	n/a	n/a
2	CC2508	Working in the Cultural Industries	Y	20	Core	Core	Option	n/a
2	MS2405	Media Production 3: Documenting the Self	-	20	Core	Option	n/a	n/a
2	MS2403	Race and Representation	-	20	Option	Option	Option	Option
2	MS2404	Reading Film	-	20	Option	Option	Option	Option

2	MS2402	Media Production 4 – Documentaries	-	20	Option	Option	n/a	n/a
								n/a
								n/a
2	MS2105	Understanding News and the Newspaper Industry	-	20	Option	Option	Option	Option
								n/a
								n/a
2	PA*	Music, Writing, Criticism	-	20	Option	Option	Option	Option
2	CC2501	Understanding the Cultural Industries	-	20	Option	Option	Option	n/a
2	CC2503	Transforming Audiences	-	20	Option	Option	Option	Option
2	CC2703	Media Lab 2: Photography and Promotional Culture	-	20	n/a	n/a	Option	Option
2	-	-	-	20	University Wide Option	n/a	n/a	n/a
3	MS3000	Dissertation/ Media Production Project	Y	40	Core	Core	Option	n/a
3	MS3401	Globalisation and the Media	-	20	Core	Option	Option	Option
3	MS3102	Public Relations and Promotion	-	20	Option	Option	Option	Option
3	MS3104	Exploring Working Class Culture	-	20	Option	Option	Option	Option
3	MS3101	Communication and the Public Sphere	-	20	Option	Option	Option	Option
3	MS3402	Digital Media Practices	-	20	Option	Option	Option	Option
3	MS3405	Urban Film: Race, Nation	-	20	Option	Option	Option	Option

		and the Cinematic Body						
3	MS3408	Television and Cultural Change	-	20	Option	Option	Option	Option
3	CC3201	Modern Times	-	20	Option	Option	Option	Option
3	CC3206	Music, Sound and the Body	-	20	Option	Option	Option	Option
3	CC3501	Multimedia Newsroom Practices	-	20	Option	Option	Option	Option
3	CC3502	Magazine Media	-	20	Option	Option	Option	Option
3	CC3503	Media Law, Ethics and Regulation	-	20	Option	Option	Option	Option
3	CC3702	Advertising in Context	-	20	Option	Option	Option	Option
3	MS3404	Mobile Media Practice	-	20	Option	Option	Option	Option
3	-	-	-	20	University Wide Option	n/a	n/a	n/a

The Skills Modules listed in the Joint Route are Core, unless the equivalent Skills Modules are taken in your other combined subject.

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain an Associate Certificate you will need to obtain a minimum of 20 credits at level one or higher

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(Foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.) Students who have successfully completed the Foundation degree and met the programme requirements may transfer to level three to complete an honours degree in Media Studies.

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

The arithmetic mean of the best 100 credits at level 3 $\times 2/3$ + The arithmetic mean of the next best 100 credits at levels 2 and/or 3 $\times 1/3$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% Third Class Honours
- 0% - 39% Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- presentation of frameworks of information in lectures and class sessions
- student centred seminar discussions
- reading of specified texts on a weekly basis
- Viewing of films, videos and other media on a weekly basis

Thinking skills are developed through

- close analysis of specified texts
- individual and small group exercises and discussion in seminar sessions and workshops.

Practical skills are developed through

- tutored introduction to media technologies and practices
- practical demonstration workshops
- tutorial support
- independent practical studies
- project work

Skills for life and work (general skills) are developed through

- understanding of university and degree programme and structure
- tutorials to discuss individual progress
- group project work
- Individual coursework assignments

Assessment

Knowledge is assessed by

- coursework essays, case studies, reports, evaluations, presentations, production folders.

Thinking skills are assessed by

- coursework essays, case studies, reports, evaluations, journals, presentations, production folders.

Practical skills are assessed by

- tutor-observation
- evidence of demonstrable understanding in completed project work
- evidence of understanding of formal specificity of medium

Skills for life and work (general skills) are assessed by

- involvement in and contribution to seminar/ workshop sessions
- ability to understand and meet requirements of module specifications
- attendance at regular tutorials
- involvement in and contribution to group project work

Quality

How we assure the quality of this programme

Before this programme started

Before the 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;
- 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 that 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 University's Quality Standing 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 University's 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.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

List the methods that you use e.g.

- module evaluations
- In-class discussions and review of modules and programme
- Student representation on programme committees and School Board
- Informal feedback to module tutors during tutorials

Students are notified of the action taken through:

List the methods that you use e.g.

- circulating the minutes of the programme committee
- announcements in classes and other meetings
- providing details on the programme notice board and online

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

List the methods that you use e.g.

- Annual student satisfaction survey
- Questionnaires to former students
- Visiting speakers
- Networking events
- Placements and employability officers

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
-	-	-	-	-
-	-	-	-	-

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Where you can find further information

Further information about this programme is available from:

- The UEL web site
- The student handbook
- Module study guides
- UEL Manual of 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/>
- Guide to Single & Combined Honours Programmes
- School web pages <http://www.uel.ac.uk/adi/>
- Examples of students' and staff media work at Media Channel
<http://www.uel.ac.uk/hss/media/index.htm>