

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Media and Communication
Intermediate Awards Available	BA Media and Communication, Dip HE Media and Communication Cert HE
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	None
UEL Academic School	Arts and Creative Industries
UCAS Code	P300
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	Media, Cultural & Communication Studies, Film Studies
Additional Versions of this Course	BA (Hons) Media and Communication (with foundation year) BA (Hons) Media and Communication (with placement year)
Date Specification Last Updated	25/05/2022

Course Aims and Learning Outcomes

This course 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 researcher production project in a relevant area of media studies.

What you will learn:

Knowledge

- 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.
- Knowledge of relevant technologies, practices and techniques of media production.
- Familiarity with a range of interdisciplinary approaches to studying media forms and processes.

- Comparative understanding of the media in both a national and global context.

Thinking skills

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

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.
- Competence in writing skills such as scripting and storyboarding and the preparation of treatments and synopses.

Skills for life and work (general skills)

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

Learning and Teaching

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 and analysis of media content 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 course 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

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

In keeping with the course's commitment to equip students with the attributes of 'critical practitioners' needed for the contemporary world of work, we recognise the value of experiential learning through placement and workplace observation. Because of this, work experience has become key to the offer of the Media and Communications degree.

The addition of the 'mental wealth' strand of modules means students will use their skills to develop a portfolio of commercial work. Having already acquired real freelance experience throughout this course, these students will be well positioned to take on a variety of work.

Furthermore, placements will be facilitated by the Knowledge Dock Business and Innovation Centre, that liaise with local businesses and charities to develop links and civic engagement opportunities.

All placements will be supported by the academic team.

Students have the opportunity to apply for study abroad. Study abroad places are not guaranteed and students will need to liaise with the Study Abroad Coordinator and course leader to make arrangements with the host institution.

Course Structure

All courses 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 course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	MS4041	Production Lab 1	20	Core	N
4	MS4040	Creative Content	20	Core	N
4	MS4020	Media Cultures	20	Core	N
4	MS4023	Mental Wealth – Professional Life: Agency 1	20	Core	N
4	MS4039	Storytelling	20	Core	N
4	MS4010	Convergent Media Industries	20	Core	N
5	MS5056	Production Lab 2	20	Core	N
5	MS5038	Employment and Enterprise	20	Core	N
5	MS5057	Advanced Storytelling	20	Core	N
5	MS5031	Mental Wealth – Professional Life: Agency 2	20	Core	N
5	MS5036	Digital Research Methods	20	Core	N
5	MS5048	Photographing the City	20	Option	N
5	MS5034	Celebrity and Influencer Marketing	20	Option	N
5	MS5039	European and World Cinema	20	Option	N
5	MS5018	Placement year	120P	Option	N

6	MS6033	Final Project Development	20	Core	N
6	MS6032	Final Project Completion	20	Core	N
6	MS6006	Professional Practice	20	Core	N
6	MS6019	Mental Wealth – Professional Life Agency 3; Freelancing at UEL	20	Core	N
6	MS6037	Public Relations, Promotion and Media	20	Option	N
6	MS6024	Content Design and Execution	20	Option	N
6	MS6041	Understanding Digital Cultures	20	Option	N
6	MS6040	Transmedia and Digital Futures	20	Option	N

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

None

Typical Duration

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.

The expected duration of this course is three years full-time or 4.5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

For Study Abroad, students pay for their airfare, while their tuition is paid to their home institution.

Students will attend field trips to relevant industry and creative events.

Production costs (i.e. travel, locations, props, actors' fees etc.) may be incurred by the student depending on the projects they develop. A typical cost for location shooting could be £100 a year, but this is highly variable and you are able to control budgets yourself.

The production equipment and facilities for project work is provided as part of the course fee. All necessary production software is supplied on campus, and provisions are made to make the software available at home.

For off-campus working and freelance professional use, a high-specification laptop is recommended, following the guidelines provided as minimum system requirements for running Adobe Premiere. Recommended spend: £1,500

<https://helpx.adobe.com/uk/premiere-pro/system-requirements.html>

Alternative Locations of Delivery

None