

## COURSE SPECIFICATION

Each course requires an individual and tailored Course Specification document, irrespective of the Course Cluster in which it sits or of other courses with which it may share common modules.

Course Aim and Title	BA (Hons) Media and Communication
Intermediate Awards Available	BA, Cert HE, Dip HE
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	None
UEL Academic School	ADI
UCAS Code	P300
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	Media, Cultural & Communication Studies, Film Studies
Additional Versions of this Course	None
Date Specification Last Updated	August 2019

### 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 of films, videos and other mediation 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

List here the assessment methods that you use. Once again, in order to demonstrate that all learning outcomes are assessed, it might be helpful if you use one of the approaches suggested above. Examples of forms of assessment include coursework, presentations, and case studies.

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 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:

<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>	<b>Core/Option</b>	<b>Available by Distance Learning? Y/N</b>
4	MS4013	Documentary 1: Documentary and representation	20	Core	N
4	MS4012	Aesthetics and Technologies 1: Practice as research	20	Core	N
4	MS4020	Media Cultures	20	Core	N
4	MS4023	Mental Wealth – Professional Life: Agency 1	20	Core	N
4	MS4011	Narrative 1: Narrative fiction	20	Core	N
4	MS4010	Convergent Media Industries	20	Core	N
5	Subject to validation	Documentary 2	20	Core	N
5	Subject to validation	Employment and Enterprise	20	Core	N

5	Subject to validation	Narrative 2: Advanced Narrative	20	Core	N
5	Subject to validation	Mental Wealth – Professional Life: Agency 2	20	Core	N
5	Subject to validation	Digital Research Methods	20	Option	N
5	Subject to validation	Photographing the City	20	Option	N
5	Subject to validation	Introduction to Scriptwriting	20	Option	N
5	Subject to validation	Celebrity and Influencer Marketing	20	Option	N
	Subject to validation	Placement year	120P	Option	N
6	Subject to validation	Final Project Development	20	Core	N
6	Subject to validation	Final Project Completion	20	Core	N
6	Subject to validation	Aesthetics and Technologies 2: Professional Practice	20	Core	N

6	Subject to validation	Mental Wealth – Professional Life: Freelancing at UEL	20	Core	N
6	Subject to validation	PR, Promotion and Publicity	20	Option	N
6	Subject to validation	Content Design and Execution	20	Option	N
6	Subject to validation	Understanding Digital Cultures	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 five 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](http://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. Fees are self funded.

## Alternative Locations of Delivery

None