

COURSE SPECIFICATION

Course Aim and Title	MA Media and Communication Industries
Intermediate Awards Available	Post Graduate Certificate in MA Media and Communication Industries, Post Graduate Diploma in MA Media and Communication Industries
Teaching Institution(s)	University of East London
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Arts and Cultural Industries (ACI)
UCAS Code	P300
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	QAA Master's Degree Characteristics Statement (2015); QAA Qualifications Framework (2014); QAA Statement Communication, Media, Film and Cultural Studies (2016)
Additional Versions of this Course	N/A
Date Specification Last Updated	17 July 2023

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Acquire and demonstrate a systematic understanding and critical awareness of current research and advanced scholarship concerning media and communications industries and practices
- Demonstrate knowledge of a range of communicative situations and cultural practices, along with the ability to produce detailed analyses of these, and to make comparisons and connections
- Be able to evaluate critically current research and advanced scholarship in the relevant disciplines and fields of study.
- Show originality and self-direction in the application of knowledge through a variety of analytical, research, writing and professional practice-based tasks.
- Demonstrate the ability to engage with and to advance creative processes in one or more forms of media or cultural production (and/or) demonstrate competencies within selected areas of creative and professional practice in the media, marketing and communications industries
- Deliver outcomes in verbal, written and visual form consistent with standards expected at Masters level

What you will learn:

Knowledge

- The ways in which cultural and media organisations and practices intersect with political and economic processes, cultural meaning-making, creativity and social communications
- The political, economic, social, cultural and technological forces that influence the media and communication industries
- The ways in which creative artefacts are originated, produced, distributed, appropriated and used.
- The organisation and influence of communications systems and processes in social, cultural, political and economic life across different countries and regions
- Advanced understanding of media and communication industries, their economic or business applications, their industrial and management structures and methods, their creative practices and techniques, their activities and influence on users, stakeholders and societies.
- Awareness of the dynamics, whether cultural, economic, ethical, legal, political, social or affective, which shape working environments in the media and marketing communications industries.
- The organisation of work and professional and occupational codes and practices in cultural production, distribution and reception
- The legal, ethical and other regulatory frameworks, including the intellectual property framework, that are relevant to media and cultural production, distribution, circulation, and reception

Thinking skills

- Engage critically with major thinkers, contemporary researchers and debates within the field, putting them to productive use
- Consider and evaluate your own work in a reflexive manner, with reference to academic codes of practice and/or professional conventions, issues and debates
- Carry out various forms of research for essays, projects, creative productions or other assignments involving sustained independent and critical enquiry, appropriate use of research methods, conceptual frameworks, data collection and original analysis.
- Develop critically informed analysis of cultural texts and practices associated with media and marketing communication industries

Subject-Based Practical skills

- Opportunity to develop work-based skills across media production, project design, research, planning, measurement and data analysis suitable for contemporary work in media and marketing communication.
- Demonstrate written and oral communication skills suitable for a variety of professional applications across the media and creative industry sectors

- Appreciate and apply ethical consideration and judgement to analysis of production, distribution and consumption in communication, media, film and culture.

Skills for life and work (general skills)

- Demonstrate a variety of computer-based skills ranging from data analysis to web-based technology and digital multimedia production skills
- Demonstrate awareness of relevant ethical codes and considerations for media industry sectors and comply with industry and academic ethical standards as appropriate.
- Organise and manage self-directed projects
- Investigate possible employment and/or doctoral research destinations
- Demonstrate the qualities and transferable skills necessary for employment including sound judgement, initiative, personal responsibility, decision-making in complex and unpredictable situations, and the independent learning ability required for continuing professional development.

Learning and Teaching

Knowledge is developed through

- Lectures
- Seminars
- Workshops
- Tutorials – with academic and personal tutors
- Field visits and invited speakers
- Guided and independent reading and research
- Student-led presentations
- Work placement
- Production practice
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Seminar discussion
- Online discussions and activities
- Tutor-led, student-led and independent learning sessions
- Field visits
- Applying initiative and original thinking in analysis and project work

Practical skills are developed through

- IT activities with feedback

- Production activities
- Library and archive research
- Research skills-based activities with feedback
- Formulating problems and managing learning tasks, carrying out research
- Working with autonomy, discipline and professionalism

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

- The demands of the study medium
- Seminar participation
- Planning activities with feedback
- Essay and report writing
- Presentations
- Research and project work

The learning context encourages active engagement with cultural and communicative forms and practices, and with examples from the media and communication industries being studied, and contact with a variety of academic and non-academic speakers and organisations.

Assessment

Knowledge is assessed by

- Coursework
- Essays
- Research project
- Research exercises
- Production work
- Presentations
- Analyses of communication practices

Thinking skills are assessed by

- Coursework
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion
- Media production
- Self-evaluative and reflective reports

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

- Project work
- Individual and group 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

All students will be supported in securing a study-work placement opportunity, including as part of their core module, MS7540 Investigating Media and Communication Industries. UEL's Career Zone facilitates this process by identifying potential partner organisations. . All placements will be agreed at the discretion of external organisations and are not guaranteed, but provision will be made to support all students including through agreements made to pursue their own employment or project, where appropriate, and also by providing UEL-based work-study placement opportunities subject to availability.

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.

Module structure of course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	MS7540	Investigating Media and Communication Industries	30	Core	N
7	MS7000	Professional Practice and Research Methods (Mental Wealth)	30	Core	N
7	MS7001	Final Project	30	Core	N
7	DS7006	Quantitative Data Analysis	30	Option [required for ESRC recognised MA]	N
7	MS7002	Broadcast Journalism	30	Option	N
7	MS7004	Data Visualisation Tools and Technologies	30	Option	N
7	MS7009	Data in Context: Strategies for Effective Communication	30	Option	N
7	MS7502	Audiovision	30	Option	N
7	MS7515	Documentary Cinema	30	Option	N
7	MS7533	The Moving Image	30	Option	N
7	MS7542	Global Media, Communication and Development	30	Option	N
7	MS7543	Media and Marketing Communications	30	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:

This course is intended to provide all students with a broad, current and inter-disciplinary understanding of the media and communication industries and practices today.

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 180 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

For students who may wish to be eligible to apply for an ESRC studentship for doctoral study (+3) or who apply for a studentship that includes the MA (1+3) the requirements are that they complete and pass Quantitative Data Analysis as well as meeting all the other requirements of the MA course. Students who choose and pass the optional module, Quantitative Data Analysis, as part of their course will have achieved an MA award that is ESRC-recognised. This module is a condition to meet the full criteria set by the Economic and Social Research Council for Master's level training which includes a dedicated quantitative methods training module.

This course does not have professional body accreditation although students are encouraged to make individual applications for accredited status. The course works with partner organisations that do offer forms of accreditation and continuing professional development (CPD) including the Branded Content Marketing Association and the Content Marketing Association.

Typical Duration

September intake

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 duration of this course is one calendar year full-time if enrolment is in September, and two calendar years part-time. The time limit for completion of a course is four years after first enrolment on the course.

For September intake:	
Term 1 (Y1: Sep – Jan)	Taught modules
Term 2 (Y1: Jan – May)	Taught modules
Term 3 (Y1: May – Sep)	Dissertation

January intake

This version of this course is a full-time only route. The duration of the January intake course is 3 terms spread over 4 terms. Students attend term 1 (January), there is a break in the second (May) term. Students return for term 2 (September) and complete their final projects in term 3 (January).

For January intake:	
Term 1 (Y1: Jan – May)	Taught modules
Term 2 (Y1: Sep – Jan)	Taught modules
Term 3 (Y2: Jan – May)	Dissertation

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:

Students will be encouraged to take part in talks, events and activities organised at offices and venues across Greater London and so some associated travel costs will be incurred. There may be opportunities to take part in activities outside Greater London, including attending talks, exhibitions and events or taking part in study-work placements. However, there will be no obligation to incur costs to take part in activities outside London.

There may be additional costs for laptops and software for optional modules and projects. Although most packages used on the course are available to students under license to the University and appropriate PCs are made available in labs, extra costs could be incurred on laptops capable of e.g., processing and storage of audiovisual content.

Alternative Locations of Delivery

The course is taught at the University of East London campuses at Docklands and Stratford.

