

# Programme Specification and Curriculum Map for BA (Hons) Media and Cultural Studies



<b>1. Programme title</b>	Media and Cultural Studies
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	N/A
<b>5. Final qualification</b>	Bachelor of Arts (Hons) Media and Cultural Studies
<b>6. Year of validation Year of amendment</b>	2015/16
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full Time and Part Time

## 9. Criteria for admission to the programme

We welcome applications from those who are able to demonstrate prior learning in the fields of art and design, media and communication, media studies, media and cultural studies. We welcome applicants who are interested in cultural production and contemporary media practice and have an inquisitive nature. There are no restrictions to admission to the programme based on disability – and students with disabilities will be supported.

Applications from mature students with non-standard qualifications are welcomed. IELTS 6 overall: applicants should have at least 5.5 in each element and are strongly recommended to take the Middlesex University Preparation Programme (MUPP) if they have not. We welcome applications from the new Advanced and progression diploma qualifications: these should be at advanced (level 3) level and relevant to the programme of study.

## 10. Aims of the programme

The programme aims to:

Establish a systematic understanding of key theoretical frameworks, texts and theories, in the field of media and cultural studies, in order to critically evaluate the production, consumption and distribution of media and culture.

Equip students with strong analytical skills to critically examine, contextualise and analyse a range of media and cultural objects and situate those to particular arguments and discourses that pertain to media and cultural studies.

Provide an excellent familiarity and ease in deploying a variety of media production techniques and research methods to carry out creative and research-based work and to critically reflect on the process.

Prepare students for the graduate job market by combining subject knowledge expertise and technical media production skills, with an emphasis on transferable skills to apply in career development.

<b>11. Programme outcomes</b>	
<p><b>A. Knowledge and understanding</b></p> <p>On completion of this programme the successful student will have knowledge and understanding of :</p> <p>A1. Media and Cultural Studies as the study of the roles of communication systems, the construction of cultural meaning and modes of representation.</p> <p>A2. Ways in which media and cultural theory is used in the analysis of texts, objects and institutions, and to inform the development of research methods and the production of creative works.</p> <p>A3. Key critical approaches, major thinkers and intellectual paradigms that inform the study of media and culture.</p> <p>A4. The structure and organisation of the cultural and creative industries and a critical awareness of the cultural and historical foundations that underpin these.</p>	<p><b>Teaching/learning methods</b></p> <p>Students gain knowledge and understanding through:</p> <ol style="list-style-type: none"> <li>1. a progression of lectures and seminars;</li> <li>2. reflection on personal and cultural experience;</li> <li>3. group discussion;</li> <li>4. guided and independent study and research;</li> <li>5. essay and dissertation writing;</li> <li>6. work experience;</li> </ol> <p><b>Assessment methods</b></p> <p>Students' knowledge and understanding is assessed by:</p> <ol style="list-style-type: none"> <li>1. essays;</li> <li>2. project work;</li> <li>3. group presentations;</li> <li>4. peer-assessment (blogs and online participation).</li> </ol>
<p><b>B. Cognitive (thinking) skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <p>B1. Engage critically with the major theories and schools of thought that inform Media and Cultural Studies, to evaluate the findings of empirical studies of culture and society, and to apply appropriate critical frameworks to the analysis of creative works.</p> <p>B2. Critically and reflexively evaluate their own written and practical work.</p> <p>B3. Apply relevant methodological frameworks within the field of Media and Cultural Studies and communicate their outcomes and findings in a coherent manner.</p> <p>B4. Engage in the effective critical analysis of relevant texts, institutions and audience practices.</p>	<p><b>Teaching/learning methods</b></p> <p>Students learn cognitive skills through:</p> <ol style="list-style-type: none"> <li>1. directed and independent reading and research activity;</li> <li>2. seminar discussion;</li> <li>3. seminar exercises in critical and interpretative thinking and analysis;</li> <li>4. tutorials;</li> <li>5. Essay writing.</li> <li>6. E-learning activities</li> </ol> <p><b>Assessment methods</b></p> <p>Students' cognitive skills are assessed by:</p> <ol style="list-style-type: none"> <li>1. evidence of good argument and discerning reading and research in essay writing;</li> <li>2. project work and written assignments focused on the cognitive skills of critical analysis and interpretation;</li> <li>3. E-learning activities</li> </ol>
<p><b>C. Practical skills</b></p> <p>On completion of the programme the successful student will be able to:</p> <p>C1. Research and critically evaluate information, arguments, abstract concepts for essays, projects, reports and dissertations.</p> <p>C2. Draw on and apply appropriate disciplinary knowledge, methodological frameworks and/or independent research in order to plan, conduct and write up the outcomes of set tasks, such as essays, research reports and creative projects.</p>	<p><b>Teaching/learning methods</b></p> <p>Students learn practical skills through:</p> <ol style="list-style-type: none"> <li>1. tutor led and small group focused seminar discussions;</li> <li>2. essay writing, dissertations, report writing, independent and group research project work, oral presentation;</li> <li>3. feedback in tutorials;</li> <li>4. practice based workshops;</li> <li>5. Library inductions</li> </ol> <p><b>Assessment methods</b></p> <p>Students' practical skills are assessed by:</p> <ol style="list-style-type: none"> <li>1. dissertations, independent and group research</li> </ol>

<p>C3.Devise, plan and carry out a project in a self-directed way showing sound time management, organisation and self-reflection.</p> <p>C4.Communicate ideas, arguments and concepts effectively and constructively in written and / or oral form using appropriate methods.</p> <p>C5.Competently use and apply media production methods and tools to produce original creative work and as appropriate to subject matter.</p>	<p>project work; 2.oral presentation, essays; 3.project and research reports; 4.production of media text e.g. video, website</p>
<p><b>D. Graduate skills</b> On completion of this programme the successful student will be able to:</p> <p>D1.Locate, assess and make effective use of information, from a range of sources, in order to conduct research and creative work.</p> <p>D2.Identify, use and evaluate a range of digital tools, to carry out research and practice-based projects</p> <p>D3.Work effectively as part of a team and to engage in the processes of problem-solving and negotiation</p> <p>D4.Numeracy skills; make effective use of forms of quantitative information and able to understand the factors that affect the reliability of that information.</p> <p>D5.Demonstrate an awareness of contemporary media practices and apply knowledge and skills to personal and career development.</p>	<p><b>Teaching/learning methods</b> Students acquire graduate skills through: 1.lectures, discussion in tutorials and seminars; 2.self-directed study and feedback; 3.research, writing and feedback on essays; 4.work experience; 5.creative project work.</p> <p><b>Assessment methods</b> Students' graduate skills are assessed by: 1.critical reflection project report; 2.group project; 3.personal CV and critical reflection independent project</p>

<p><b>12. Programme structure (levels, modules, credits and progression requirements)</b></p>
<p><b>12. 1 Overall structure of the programme</b></p>
<p><b>Full Time:</b> 120 credits per year.</p> <p><b>Part Time:</b> 60 or up to 90 credits per year in agreement with Programme Leader.</p>

<b>12.2 Levels and modules</b>		
Level 4 (1)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: <b>MED1000</b> Media Analysis  <b>MED1001</b> Media Production  <b>MED1002</b> Introduction to Media and Society  <b>MED1010</b> Exploring Popular Culture	No options for year one. Level 4	120 credits required
Level 5 (2)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: <b>MED2000</b> Research Techniques and Approaches  <b>MED2001</b> Advanced Media Production  <b>MED2010</b> Media and Participation	Students must also choose one from the following:  <b>MED2051</b> Visual Cultures  <b>CML2103</b> Communication Techniques	120 credits required
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: <b>MED3000</b> Independent Project  <b>MED3010</b> Transgressive Culture	Students must also choose two from the following:  <b>MED3053</b> Campaigns and Social Change  <b>MED3052</b> Media Events News Cultures  <b>MED3054</b> Culture, Consumption and Identity  <b>CML3106</b> Language and Power  <b>MED3055</b> Writing the City  <b>MED3057</b> International and Digital Public Relations	120 credits required

<b>12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)</b>	
Module level	Module code
<i>Level 4</i>	<i>MED1000, MED1010</i>
<i>Level 5</i>	<i>MED2000, MED2001, MED2010</i>
<i>Level 6</i>	<i>MED3000, MED3010</i>

### 13. Curriculum map

See Curriculum Map attached

### 14. Information about assessment regulations

Middlesex University Regulations apply. See [www.mdx.ac.uk/regulations](http://www.mdx.ac.uk/regulations)

All modules are assessed through coursework. Students are directed to read module narratives carefully in relation to any compensation that may be possible for 'minor' assessment components. Students are not allowed to self-defer on any module. Students wishing to defer should consult with the module tutor and with the Assessment Officer.

For MED-coded modules normally students will pass a module if the average of their marks of all components is grade 16 or above. See also the module handbooks/outlines issued in taught sessions at the commencement of individual modules.

### 15. Placement opportunities, requirements and support

Work placement option as part of the level 6 (year three) module: MED3000 Independent Project. We support students who seek work experience during their course of study. Throughout the course there are opportunities to critically reflect and evaluate on previous and current work experience in module assessment tasks and seminar activities, and in the personal development portfolio (PDP). There is a School Placement administrator, Maggie Walkowska, who will introduce the work placement procedures and provide a drop in advice clinic in year 2.

We help with the process of applying for a placement, but please note however, we do not offer direct work placement opportunities, and therefore self-motivation is essential.

Work placements are supported across the University by a network of School Placement offices who work closely with your academic staff. Together with the Careers Advisory Service, they offer workshops and one-to-one advice on writing CVs, covering letters, application forms and other 'job hunting' requirements.

### 16. Future careers

Our Media and Cultural Studies degree helps you prepare for the graduate job market with the optional work placement in MED3000 Independent Project. Throughout the course there are modules that cater for the development of personal career after graduation, such as; MED1001 Media Production and MED2001 Advanced Media Production.

Development of transferable skills is central to the programme. Media and cultural studies graduates develop a range of skills that will be useful in many employment areas. All areas of the media, sales, commerce, industry, charities, local government, civil service, and education institutions are all typical employers. We also run a series featuring a range of outside speakers talking about their experience in the media and cultural industries.

Our graduates (2010 and 2011) gained jobs and internships in the following organisations:

- BBC - Radio 1Xtra. London UK. Production Assistant
- Enigma Magazine. Cairo Egypt.
- Hackney Council. London UK. Central administrator
- NV Life Magazine. UK Assisting editor
- Oaks Park High School. London UK (Leading to an MA in Education)
- ProSiebenSat1 TV Deutschland GmbH Germany
- Rise Films London. UK Production Assistant

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Jobs where a degree in Media and Cultural Studies would be useful:

- Advertising account executive
- Arts administrator
- Broadcasting presenter/Broadcast assistant
- Curator
- Editorial assistant
- Event organiser
- Information officer/manager
- Journalism
- Market research executive
- Multimedia programmer
- Programme researcher- broadcasting/film/video
- Public relations account
- Radio
- Television/film/video producer/Television production assistant

### 17. Particular support for learning

Computing labs and open access areas for digital media work and for support for other modules; Academic writing support from the Learner Development Unit is embedded in to the curriculum at all levels; subject-dedicated librarians; Learning Resources web provision including specialist information for Media and Cultural Studies.

### 18. JACS code (or other relevant coding system)

P300, P400

### 19. Relevant QAA subject benchmark group(s)

QAA subject benchmarks:

Communication, media, film and cultural studies (2008)

### 20. Reference points

This Programme Specification has been written with reference to the following:

- QAA Benchmark statement 14. Communication, Media, Film and Cultural Studies
- QAA *Framework for Higher Education Qualifications* (FHEQ)
- QAA *Code of Practice*
- Middlesex University Quality Enhancement Handbook
- Middlesex University Learning and Teaching Strategy
- Middlesex University Assessment Regulations

### 21. Other information

Media and Cultural Studies in Middlesex University was first established in the early 1980s as a creative hub of cultural theory and has been running ever since. Past and present Media and Cultural Studies graduates and staff include well known journalists who write for the Guardian and other main circulation newspapers in the UK, university professors who participate in UK social policies and publish on politics and current affairs and renowned scholars whose work focuses on branding and the culture of consumption.

Our teaching staff is committed to the quality of learning and teaching and have lengthy experience in teaching in Higher Education. Our research interests occupy a wide spectrum within the fields of media and

cultural studies and media and communication and include, film studies, audience studies, online piracy and electronic distribution of film, history and theory of comic novels, social and mobile media and location-based technologies and philosophy.

We have strong links to academic institutions and the cultural sector. To this effect we regularly invite visiting guest speakers to deliver motivational workshops and speeches to our students. Academic journals affiliated with our programme include; Soundings a Journal of Politics Culture, Culture Machine journal and Computational Culture a Journal of Software Studies. Industry sector affiliates in London's cultural and creative industries, groups and organisations include; Node L, Cybersalon, SPACE Studios and the Dana centre at the Science Museum. Our members of staff have received funding from the following institutions: Arts Council England and British Academy.

The Grove building in Hendon campus is an eighty million pounds project completed in 2012 and hosts state-of-the-art media production facilities. These include:

- TV studio (build on the latest technical requirements)
- Digital Publishing studio hosting 30 Apple iMAC computers with Adobe Creative Suite CS6 software packages. Off-line and online printing facilities
- Video and Sound editing suites
- Photography Studios and darkrooms for black and white and colour photography

Our students have access to all these areas as well as media production equipment such as:

- photographic cameras
- video cameras
- sound recording equipment
- video production equipment such as lights and mobile production units

Our students have the opportunity to develop a variety of skills relating to media production through our two specialist modules, MED1001 Media Production in year one and MED2001 Advanced Media Production in year two. They can choose to specialise on at least two preferred mediums (ex. web publishing, video production). On the third year MED3000 Independent Project there's the option to complete a practice-based project.

Students implement their learning experience through the use of our online learning environment by keeping reading diaries, developing their PDP and engaging in peer-learning and feedback by participating in forums, blogs and online discussions.

The media department and BA Media and Cultural Studies maintain links with our overseas campus in Dubai, UEA, Republic of Mauritius and HKU SPACE, Hong Kong. During the course of the programme there will be opportunities to interact with the student cohorts from other campuses and collaborative partners.

# Curriculum map for BA (Hons) Media and Cultural Studies

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

## Programme Learning Outcomes

Knowledge and understanding		Practical skills	
A1	Disciplinary knowledge: Media and Cultural Studies as the study of the roles of communication systems, the construction of cultural meaning and modes of representation.	C1	Research and evaluation: Research and critically evaluate information, arguments, abstract concepts for essays, projects, reports and dissertations.
A2	Theory and practice: Ways in which media and cultural theory is used in the analysis of texts, objects and institutions, and to inform the development of research methods and the production of creative works.	C2	Development and production: Draw on and apply appropriate disciplinary knowledge, methodological frameworks and/or independent research in order to plan, conduct and write up the outcomes of set tasks, such as essays, research reports and creative projects.
A3	Critical perspectives: Key critical approaches, major thinkers and intellectual paradigms that inform the study of media and culture.	C3	Independent study: Devise, plan and carry out a project in a self-directed way showing sound time management, organisation and self-reflection.
A4	Structure and organisation of the Industry: The structure and organisation of the cultural and creative industries and a critical awareness of the cultural and historical foundations that underpin them	C4	Effective Communication: Communicate ideas, arguments and concepts effectively and constructively in written and / or oral form using appropriate methods.
		C5	Media Production skills: Competently use and apply media production methods and tools to produce original creative work and as appropriate to subject matter.
Cognitive skills		Graduate Skills	
B1	Critical engagement: Engage critically with the major theories and schools of thought that inform Media and Cultural Studies, to evaluate the findings of empirical studies of culture and society, and to apply appropriate critical frameworks to the analysis of creative works.	D1	Knowledge and critical learning: Locate, assess and make effective use of information, from a range of sources, in order to conduct research and creative work.
B2	Reflexive understanding: Critically and reflexively evaluate their own written and practical work	D2	Technical competencies: Identify, use and evaluate a range of digital tools, to carry out research and practice-based projects.
B3	Methodological Approaches: Apply relevant methodological frameworks within the field of Media and Cultural Studies and communicate their outcomes and findings in a coherent manner.	D3	Teamwork: Work effectively as part of a team and to engage in the processes of problem-solving and negotiation
B4	Subject specific: Engage in the effective critical analysis of relevant texts, institutions and audience practices.	D4	Numeracy skills; make effective use of forms of quantitative information and able to understand the factors that affect the reliability of that information.
		D5	Employability: Demonstrate an awareness of contemporary media practices and apply knowledge and skills to personal and career development.



Programme outcomes																									
A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	D7
Highest level achieved by all graduates																									
6	6	6	6	-	-	-	6	6	6	6	-	-	6	6	6	6	6	-	6	6	6	6	6	-	-

Module Titles	Module Code	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5
Media Analysis	MED1000	X		x		x				x				x		x		
Media Production	MED1001			x			x		x		x				x		x	
Introduction to Media and Society	MED1002	X	x			x			x	x				x			x	
Exploring Popular Culture	MED1010	x			x			x		x			x	x				x
Research Techniques and Approaches	MED2000	X	x					x			x	x	x	x		x		
Advanced Media Production	MED2001		x	x		x			x		x		x		x		x	
Media and Participation	MED2010	x		x	x	x	x			X			x		x			x
Visual Cultures (optional)	MED2051	x		x		x	x	x		X			x	x				
Communication techniques (optional)	CML2103		x	x		x		x		X			x	x	x			
Independent Project	MED3000	x	x	x	x	x	x	x	x	X	x	x	x	x	x		x	x
Transgressive Cultures	MED3010	x		x	x	x	x		x		x	x			x			x
Media Events News Cultures (optional)	MED3052	x	x	x		x		x		X	x		x		x	x		
Campaigns and Social Change (optional)	MED3053	x	x	x			x	x			x		x			x	x	x
Culture, Consumption & identity (optional)	MED3054	x	x	x			x	x		x		x		x	x		x	
Writing the City (optional)	MED3055	x	x	x			x	x		x	x			x		x		x
International and Digital Public Relations (optional)	MED3057	x		x	x	x	x	x	x	x		x						x
Language and Power (optional)	CML3106	x	x			x		x		x	x	x		x		x		x

