



**University of Brighton**

**PROGRAMME SPECIFICATION**

**Final**

**PART 1: COURSE SUMMARY INFORMATION**

<b>Course summary</b>		
Final award	BA (Hons) Media Studies	
Intermediate award	DipHE CertHE	
Course status	Validated	
Awarding body	University of Brighton	
Faculty	College of Arts & Humanities	
School	School of Media	
Location of study/ campus	Moulsecoomb/Edward Street	
<b>Partner institution(s)</b>		
<i>Name of institution</i>	<i>Host department</i>	<i>Course status</i>
1. N/A		SELECT
2.		
3.		
<b>Admissions</b>		
Admissions agency	UCAS	

<p>Entry requirements Include any progression opportunities into the course.</p>	<p><i>Check the University's website for current entry requirements.</i></p> <p>AS/A Levels - BBC or equivalent e.g. ACC  UCAS tariff - 280 points  Scottish Highers - AAAA  BTEC - DMM  IB - 30 points  EB - 73%  Irish Leaving Certificate - B1, B2, B2, B3, C1, C2, C2  UBIC - pass Foundation at 50% course average with English exit at 60% overall and in the writing component, with no other component less than 55%.  Access to HE Diploma - pass (at least 45 credits at Level 3) with 24 credits at merit or above.</p> <p>Whilst typically Media students come from arts, humanities and social science backgrounds, we welcome applicants from all backgrounds. Those applicants whose background does not meet these requirements, but can demonstrate through work experience that they are suitable for the course are still encouraged to apply and will be considered on an individual basis.</p> <p>EU and International students must have equivalent qualifications and English language qualification in line with University regulations for undergraduate studies. For non-native speakers of English e.g. IELTS 6.5 overall, with 6.0 in writing and a minimum of 5.5 in the other elements or equivalent.</p> <p>The admission policy for the course abides with Equality Act 2010 and assessment of the student's needs will be made. An evaluation of required adjustments will be made in order to the student to be able to undertake the course. Applicants with disability will have the opportunity of an interview with a student disability officer to ensure that their needs can be reasonably met.</p> <p>Each applicant is considered on their individual merits based on the rigorous selection procedure.</p>	
<p>Start date (mmm-yy) Normally September</p>	<p>September 2017</p>	
<p><b>Mode of study</b></p>		
<p><b>Mode of study</b></p>	<p><b>Duration of study (standard)</b></p>	<p><b>Maximum registration period</b></p>
<p>Full-time</p>	<p>3 years</p>	<p>Select8 years</p>
<p>Part-time</p>	<p>Other:6 years</p>	<p>Select8 years</p>
<p>Sandwich</p>	<p>Selectnot offered</p>	<p>Selectn/a</p>
<p>Distance</p>	<p>Selectnot offered</p>	<p>Selectn/a</p>
<p><b>Course codes/categories</b></p>		
<p>UCAS code</p>	<p>P300</p>	
<p><b>Contacts</b></p>		
<p>Course Leader (or Course Development Leader)</p>	<p>Dr Olu Jenzen</p>	
<p>Admissions Tutor</p>	<p>Dr Paula Hearsum</p>	

<b>Examination and Assessment</b>			
<b>External Examiner(s)</b>	<b>Name</b>	<b>Place of work</b>	<b>Date tenure expires</b>
	Dr Julian Matthews Professor Julian McDougall	University of Leicester Bournemouth University	Aug 2020 Sept 2020
<b>Examination Board(s) (AEB/CEB)</b>	Media Studies (Watts)		
<b>Approval and review</b>			
	<b>Approval date</b>	<b>Review date</b>	
Validation	July 2008 <sup>1</sup>	July 2013 <sup>2</sup>	
Programme Specification	July 2016 <sup>3</sup> Q&S Published June 2016	2017/18	
Professional, Statutory and Regulatory Body 1 (if applicable):	N/A		
Professional, Statutory and Regulatory Body 2 (if applicable):	N/A		
Professional, Statutory and Regulatory Body 3 (if applicable):	N/A		

<sup>1</sup> Date of original validation.

<sup>2</sup> Date of most recent periodic review (normally academic year of validation + 5 years).

<sup>3</sup> Month and year this version of the programme specification was approved (normally September).

## PART 2: COURSE DETAILS

### AIMS AND LEARNING OUTCOMES

#### Aims

The aims of the course are:

1. To locate the media in its cultural, economic and socio-political contexts.
2. To equip students with the ability to critically evaluate and to synthesize a range of theoretical approaches and practices found within media studies and to apply these to a range of contexts.
3. To enable students to pursue a professional career in a range of media and media-related industries.

#### Learning outcomes

The outcomes of the main award provide information about how the primary aims are demonstrated by students following the course. These are mapped to external reference points where appropriate<sup>4</sup>.

#### Skills

Includes intellectual skills (i.e. generic skills relating to academic study, problem solving, evaluation, research etc.) and professional/practical skills.

#### By the end of the course, students will be able to demonstrate:

##### 1. Knowledge and theory

**[LO 1]**The ability to understand and critically analyze the theory and practice of a variety of media to include form, content, distribution and consumption.

**[LO 2]** The ability to critically evaluate and synthesize a range of theoretical approaches found within media studies and to apply these in a range of contexts.

**[LO 3]**The ability to contribute to the development of media products, services and industries.

**[LO 4]**The ability to think critically and imaginatively, to read widely and with understanding, and to communicate clearly in spoken and written English.

##### 2. Intellectual skills

By the end of the course, students will have:

**[LO 5]**An informed and critical understanding of the management and development of media industries in a creative and globalized economy.

**[LO 6]**Critical understanding of a variety of processes and techniques of media production and an insight into their practical application.

**[LO 7]**Analytical ability in the interpretation and consumption of media forms.

**[LO 8]**The ability to evaluate theories surrounding the use of media in social and cultural contexts.

**[LO 9]**A critical awareness of the socio-political, cultural, economic and technological contexts within which media services and industries operate.

<sup>4</sup> Please refer to *Course Development and Review Handbook* or QAA website for details.

	<p><b>[LO 10]</b>An ability to produce and critically reflect on media texts.</p> <p><b>[LO 11]</b>The ability to select and apply appropriate methods for research.</p> <p><b>[LO 12]</b>The ability to undertake in-depth research for the dissertation/production project.</p> <p><b>3. Professional/practical skills</b></p> <p><b>[LO 13]</b>The ability, through industry placement, to contextualize theory with practice and have a deeper understanding of the relevance of their study to media industries.</p> <p><b>[LO 14]</b>The ability to participate and contribute as professionals in a media environment.</p> <p><b>4. Generic/transferable skills</b></p> <p><b>[LO 15]</b>Organizing and presenting arguments, orally and in writing.</p> <p><b>[LO 16]</b>Develop learning capacities through active participation in seminars and the production of increasingly rigorous written work.</p> <p><b>[LO 17]</b>Working in groups.</p> <p><b>[LO 18]</b>Critically evaluating and reflecting on their own work.</p>
QAA subject benchmark statement (where applicable) <sup>5</sup>	<p>The final award of the BA (Hons)/DipHE/CertHE Media Studies conforms to the QAA subject benchmark statement for communication, media, film and cultural studies which has been key in the development of the course aims and outcomes and has informed the teaching and assessment strategies.</p> <p>The course content has been developed based on and mapped to the most current subject benchmarks and the Course Review and staff tutors have worked with the current benchmarks. The entire matrix of modules, old and new, captures all the benchmarked attributes. We continue to integrate theory and practice within this degree structure, through critical analysis and creative interventions and by attention to all modalities of writing to produce material/print and digital papers and audio-visual artefacts. This Media Studies qualification is able to demonstrate with clarity attention and allegiance to national standards, while also incorporating the best of international scholarship.</p>

<b>PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)</b>
Where a course is accredited by a PSRB, full details of how the course meets external requirements, and what students are required to undertake, are included.
N/A

<b>LEARNING AND TEACHING</b>
<b>Learning and teaching methods</b>

<sup>5</sup>Please refer to the QAA website for details.

This section sets out the primary learning and teaching methods, including total learning hours and any specific requirements in terms of practical/ clinical-based learning. The indicative list of learning and teaching methods includes information on the proportion of the course delivered by each method and details where a particular method relates to a particular element of the course.

The overall strategy for learning and teaching adheres to the current University of Brighton Learning and Teaching strategy and embeds the key principles outlined in the University of Brighton guidance for sustainable development. The curriculum used in this course is grounded in student-centred learning, is delivered through teaching and learning approaches that develop sustainability and encourage reflection and critical thinking across the whole programme, and promotes life-long learning.

The philosophy of our learning and teaching provision promotes critical thinking and reflective practice and facilitates students' active engagement in the learning process. This is achieved through:

- engagement in a broad and contextualised appreciation of the environmental, social, political and economic dimensions of media theory and practice by reading, debating and engagement in creative, production practice
- problem solving through coursework, individual group based projects, class participation and independent research
- critical reflection.

This process of self-development encourages the acquisition of lifelong learning skills and the ability to critically evaluate students' own practice and that of others throughout the course. In that way students develop a portfolio of skills and competencies that are essential for undergraduate study whilst also providing grounding for post-graduate study and professional engagement with the media and creative industries in the digital economy.

The learning and teaching approaches support the overall objectives of the course and the learning outcomes of modules. The suite of modules we offer has been designed to allow students to develop and build on their knowledge, skills and professionalism as they progress through the course. Out of the 17 modules a student would typically take to attain a BA (Hons) in Media Studies, 6 are compulsory and 2 of these are mandatory. Through their compulsory modules students develop a solid and cohesive knowledge base as a cohort which reflects the heart of this dynamic discipline in terms of:

- A coherent knowledge of the media, communication and cultural forms and processes
- an understanding of a range of concepts, theories and approaches appropriate to the study of those objects and processes, and the capacity to apply these
- skills in critical analysis, research practice and communication of knowledge, as well as an array of generic and creative skills.

The remaining 11 module choices a student would take are electives.

The degree is structured around a spine of two compulsory/mandatory modules at each level (apart from Level 4/Semester 1 where there are two compulsory modules) with students configuring a path through the degree via the selection of elective modules. All modules are worth 20 credits, with the exception of the dissertation/production project, which is worth 40 credits, and makes up the mandatory element of Level 6.

#### **Level 4**

At level 4, students take modules that lay the foundations for their study and develop their academic reasoning, writing and study skills. The three compulsory modules at level 4, LM167 Media, Culture and Change, LM113 Critical Approaches to Media and LM118 Producing and Consuming Social Media provide a thorough grounding in two important ways:

- Firstly, they equip students with a knowledge and understanding of: media history and the social, economic and political changes associated with the development of new media forms (LM167); the socio-technical and cultural contexts of digital, social media production and consumption as well as their future developments and impact (LM118); ways of understanding and theorizing the media (LM113).
- Secondly, they provide a 'scaffold' for the critical engagement with readings, and the development of evaluation and research skills, including digital information skills in online content sourcing, creation and sharing which are necessary for students to successfully complete their studies.

Through the assessment strategies, students will begin their journey to information literacy gaining an understanding of what will be expected from them during their academic career. Assignments enable tutors to introduce the conventions of academic writing and referencing gradually, easing the often difficult transition for students between Secondary/FE and HE. Students are additionally supported by dedicated sessions:

1. An introduction to studentcentral delivered by the Learning Advisors aligned to our programme of courses during Fresher's week.
2. A Library quiz session run in collaboration with the library.
3. A Plagiarism - Citation/Quotation/Annotation session currently delivered in the Media, Culture and Change (LM167) core module.

The elective choices include

- Film Studies
- Television Studies
- Media in the Networked Society
- Popular Culture
- Sound and Media Culture
- Video
- Photography
- Social Action and Community Media
- Business, Creative Industries and Innovation
- Creative Industries and Promotional Cultures
- Understanding Audiences: Theory & Context

The elective choices at Level 4 (1 module in semester one and 2 in semester two), enable students to engage with both production-based and theory and critical analysis modules.

#### **Level 5**

At Level 5 students take one mandatory module, Media Placement (LM290), and one compulsory module, Research Methods & Methodology (LM220). Media Placement (LM290) provides students with the opportunity to apply theory and practice learned thus far on the course within in a media industry environment. LM220 equips students with the knowledge and skills to execute independent research at Level 6 as part of the dissertation/production project (LM394/LM391/LM392/LM395).

Practice-based elective choice at Level 5 mirrors the practice-based elective choices offered at Level 4. The choice of electives in theory and critical analysis allows students to develop and deepen their knowledge in further areas of interest within Media Studies (such as LM244 Visual Media Culture; LM222 Language, Media & Power; LM286 Popular Music) as well as modules which offer an application of theory in practice: Social Media Applications in Activism, Business and Life (LM218) and Journalism (LM276). Students can also take electives that focus on Media enterprise and innovation such as Digital Media Enterprise and Innovation (LM242), Brands and Branding (LM243) and Media Project Management (LM245).

## **Level 6**

At Level 6 the mandatory dissertation/production-based dissertation is the most important single element of the course: Through this large research project students have the opportunity to work under the guidance of one supervisor to demonstrate their ability to synthesize their knowledge gained over the course in a sustained piece of writing/production of an artefact and critical reflection. This module, worth 40 credits, thus makes up the mandatory element of the degree at this level.

Students can choose from a variety of elective modules which enable them to further develop their particular interests through the degree e.g. marketing via LM319 Marketing, film, via LM385 Genre and Film; community-based media via LM376 Community Project; socio-political and critical debates via LM333 Mediating Science and Technology and LM321 National and Global Media as well as Sustainability and Innovation in Digital Culture (LM343); policy debates via LM322 Media Policy: The politics and economics of the media industries; marketing via Digital Media Marketing and Innovation (LM344) ; as well as modules on new and emerging areas of intellectual inquiry and creative practice in media, film and cultural studies such as Celebrity Media (LM321), Transmedia Cultures (LM342) and Critical Approaches to the Videogame (LM340).

This learning and teaching strategy is designed to encourage a positive approach to learning and the student experience of university life; mirror media practice/work practices in media industries as applicable; promote lifelong learning; promote the students' independence and responsibility for their own learning.

Scheduled learning activities comprise lectures, seminars, tutorials, practical classes and workshops, project supervision, fieldwork, and work-based learning. Whilst predominantly on-campus based for most modules, learning is additionally facilitated on line through synchronous or asynchronous modes (e.g. Skype one-to-one project tutorials and discussion forums on StudentCentral).

Variations in learning activities will relate the specific learning approach and the learning outcomes of the module. Individual module-level variations in learning environments are detailed (see appendix 1 & 2).

## **ASSESSMENT**

### **Assessment methods**

This section sets out the summative assessment methods on the course and includes details on where to find further information on the criteria used in assessing coursework. It also provides an assessment matrix which reflects the variety of modes of assessment, and the volume of assessment in the course.

The course is designed to actively engage students in the assessment process. It provides clear information in order for students to understand their assessment tasks and marking criteria. Students are provided with the assessment tasks and marking criteria at the start of each module. Coursework feedback comprises marking grids together with formative feedback enabling students to see how marks have been awarded and how to develop their future work. All modules have a written component to their assessment. There are two optional modules that have examinations (LM111 and LM321).

The Assessment Strategy of the course adheres to the University's Assessment Policy. The assessments are aligned to the Learning Outcomes for the modules and the Course as a whole and provide a range of opportunities for students to demonstrate their learning. The separate module descriptors specify the assessment formats in more detail and maps these against module learning outcomes.



The table below maps the Learning Outcomes (Knowledge and Theory & Skills) of the BA (Hons) Media Studies to the assessment methods, modules and credits.

Stage of study	Module (Code & title)	No. of credits	No. of tasks	Type of assessment	Programme Learning Outcomes
Level 4	<b>Required modules</b>				
	LM167 Media, Culture and Change	20	3	<ul style="list-style-type: none"> <li>Group presentation (25%)</li> <li>Extended Essay Plan (25%)</li> <li>2000 word essay (50%)</li> </ul>	LO1, LO2, LO4, LO5, LO6, LO7, LO8, LO9, LO10, LO11, LO15, LO16, LO17
	LM113 Critical Approaches to Media	20	2	<ul style="list-style-type: none"> <li>2500 word essay (70%)</li> <li>Contribution to weekly seminar discussion (based on/including a weekly one A4 page discussion Idea Pad) (30%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16, LO18
	LM118 Producing and Consuming Social Media	20	2	<ul style="list-style-type: none"> <li>1,500-word Digital Annotation of set readings to be submitted in TWO instalments (2x750-word assignments) (50%)</li> <li>FINAL PROJECT: Choice of EITHER a) 1,500-word critical reflection on Social Media profile(s), OR b) Critical Engagement: Social Media in Practice (50%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO10, LO14, LO15, LO16, LO18
	<b>Optional modules</b>				
	LM111 Media in the Networked Society	20	3	<ul style="list-style-type: none"> <li>Group research and presentation (40%)</li> <li>800-word log reflecting on the process of group work (20%)</li> <li>Seen exam (40%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16, LO17, LO17, LO18
	LM115 Video Production 1	20	3	<ul style="list-style-type: none"> <li>Final video product: group mark (60%)</li> <li>Group documentation (10%)</li> <li>1500 word individual critical reflection (30%)</li> </ul>	LO1, LO3, LO4, LO6, LO7, LO10, LO15, LO16, LO17, LO18

	LM116 Photographic Practice 1	20	2	<ul style="list-style-type: none"> <li>• Photographic Portfolio (60%)</li> <li>• Website (40%)</li> </ul>	LO1, LO3, LO4, LO6, LO7, LO10, LO16, LO18
	LM130 Business, Creative/ Digital Industries and Innovation	20	2	<ul style="list-style-type: none"> <li>• Business Plan, Proposal and Pitch – developed and presented as part of a small group of students (70%)</li> <li>• Contextualising Essay – 1500 words (30%)</li> <li>•</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO7, LO9, LO14, LO15, LO16, LO17, LO18
	LM131 Creative Industries and Promotional Cultures	20	2	<ul style="list-style-type: none"> <li>• 5 x 500 word topical blog entries (50%)</li> <li>• 2000 word essay/case study (50%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO16
	LM133 Understanding Audiences: Theory and Context	20	2	<ul style="list-style-type: none"> <li>• Essay 2000 words (60%)</li> <li>• Case Study Presentation (40%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO10, LO15, LO16
	LM166 Film Language and History	20	2	<ul style="list-style-type: none"> <li>• 1500 word sequence (textual) analysis (50%)</li> <li>• 10 x 250 word critical blog entries (50%)</li> </ul>	LO1, LO2, LO4, LO6, LO7, LO10, LO11, LO15, LO16
	LM171 Understanding Television 1	20	2	<ul style="list-style-type: none"> <li>• Essay, 2500 words (60%)</li> <li>• Weekly Blog, 250-300 words each week. (40%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16
	LM172 Sound in Media Culture	20	2	<ul style="list-style-type: none"> <li>• 1500-word sound diary (30%)</li> <li>• 2500 word essay (70%)</li> </ul>	LO1, LO2, LO4, LO6, LO7, LO8, LO10, LO11, LO15, LO16
	LM173 Media and Popular Culture	20	2	<ul style="list-style-type: none"> <li>• Workbook - 1500 words. (40%)</li> <li>• 2500 word essay (60%)</li> </ul>	LO1, LO2, LO4, LO5, LO6, LO7, LO8, LO9, LO10, LO11, LO15, LO16
	LM174 Social Action & Community Media	20	2	<ul style="list-style-type: none"> <li>• 1500 word essay reflecting critically on practice-based experiences (60%)</li> <li>• Online engagement (40%)</li> </ul>	LO1, LO2, LO3, LO4, LO6, LO7, LO8, LO9, LO10, LO15, LO16, LO17, LO18
	<b>Total Stage 1</b>	<b>120</b>			

Stage of study	Module (Code & title)	No. of credits	No. of tasks	Type of assessment	Programme Learning Outcomes
Level 5	<b>Required modules</b>				
	LM220 Research Methods & Methodology	20	2	<ul style="list-style-type: none"> <li>• Research question development plan (30%)</li> <li>• 3500 Research proposal (70%)</li> </ul>	LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO12, LO15, LO16, LO18
	LM290 Media Placement	20	3	<ul style="list-style-type: none"> <li>• Critical analysis – a reflective report on connectivity between course content and experience in the professional media working environment (2000 words) (50%)</li> <li>• Individual presentation – (10 mins) (35%)</li> <li>• CV (15%)</li> </ul>	LO2, LO3, LO4, LO5, LO6, LO9, LO10, LO13, LO14, LO15, LO16, LO18
	<b>Optional modules</b>				
	LM215 Video Production 2	20	2	<ul style="list-style-type: none"> <li>• An individual voice over to critique the process and final group product + script/work log (40%)</li> <li>• Group documentary including pre-production work (60%)</li> </ul>	LO1, LO3, LO4, LO6, LO7, LO10, LO15, LO16, LO17, LO18
	LM216 Photographic Practice 2	20	2	<ul style="list-style-type: none"> <li>• Proposal, presentation and final project (60%)</li> <li>• Web presence and research folder (40%)</li> </ul>	LO1, LO3, LO4, LO6, LO7, LO10, LO11, LO15, LO16
	LM218 Social Media Applications in Activism, Business and Life	20	2	<ul style="list-style-type: none"> <li>• 1500 word media portfolio (50%)</li> <li>• Practical group work (50%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO10, LO11, LO14, LO15, LO16, LO18

	LM222 Language, Media and Power	20	2	<ul style="list-style-type: none"> <li>• 3000 word Essay (60%)</li> <li>• Seminar presentation plus three page handout (40%)</li> </ul>	LO1, LO2, LO4, LO6, LO7, LO8, LO9, LO10, LO11, LO15, LO16
	LM242 Digital Media Enterprise and Innovation	20	2	<ul style="list-style-type: none"> <li>• 2000 word essay (40%)</li> <li>• Digital Media Enterprise group pitch (60%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO14, LO15, LO16, LO17, LO18
	LM243 Brands and Branding	20	2	<ul style="list-style-type: none"> <li>• 2500 word essay (50%)</li> <li>• Group presentation (50%)</li> </ul>	LO1, LO2, LO3, LO4,, LO5, LO7, LO9, LO17
	LM244 Visual Media Culture	20	2	<ul style="list-style-type: none"> <li>• 2000 word semiotic analysis of an image (40%)</li> <li>• 3000 word essay (60%)</li> </ul>	LO1, LO2, LO4, LO7, LO8, LO9, LO10, LO11, LO15, LO16
	LM245 Media Project Managemen t	20	2	<ul style="list-style-type: none"> <li>• 1500 word Production Plan (40%)</li> <li>• 2000 word report (60%)</li> </ul>	LO1, LO3, LO5, LO6, LO9, LO14, LO18
	LM246 Media and Public Relations	20	3	<ul style="list-style-type: none"> <li>• Campaign analysis (30%)</li> <li>• Delivery of mini PR campaign (40%)</li> <li>• PR campaign pitch (30%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO15, LO18
	LM276 Journalism	20	1	<ul style="list-style-type: none"> <li>• 10 journalism assignments (250 words each) related to each lecture (100%)</li> </ul>	LO1, LO2, LO3, LO4, LO6, LO7, LO10, LO14, LO15, LO16
	LM278 Community Media	20	2	<ul style="list-style-type: none"> <li>• 2000 word individual fieldwork case study (60%)</li> <li>• Collaborative learning - online engagement &amp; dialogue (reflective blog and online discussion of weekly readings) (40%)</li> </ul>	LO1, LO2, LO3, LO4, LO6, LO7, LO8, LO9, LO10, LO11, LO15, LO16,

					LO17, LO18
	LM285 Film Studies	20	2	<ul style="list-style-type: none"> <li>2500 word essay (50%)</li> <li>9 x 300 (min) critical blog entries (50%)</li> </ul>	LO1, LO2, LO4, LO5, LO6, LO7, LO10, LO11, LO15, LO16
	LM286 Popular Music	20	2	<ul style="list-style-type: none"> <li>2500 word essay (60%)</li> <li>Group presentation (20mins) (40%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16, LO17
	LM288 Mobile Media Cultures	20	2	<ul style="list-style-type: none"> <li>Critical reflections on the use of mobile media and applications in the light of key readings. Four mini-essays (400 words each) with weekly submissions during the first four weeks of the semester. (30%)</li> <li>Choice of either: a) 2500 word essay or b) Practical mobile media project (including documentation and a 1000 word reflective essay). (70%)</li> </ul>	LO1, LO2, LO4, LO5, LO6, LO7, LO8, LO9, LO10, LO11, LO15, LO16
	<b>Total Stage 2</b>	<b>120</b>			

Stage of study	Module (Code & title)	No. of credits	No. of tasks	Type of assessment	Programme Learning Outcomes
Level 6	<b>Required modules</b>				
	LM394 Dissertation	40	2	<ul style="list-style-type: none"> <li>2500-3000 word interim report (15%)</li> <li>10,000 word dissertation (85%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO12, LO15, LO16, LO18
	LM391 Production based dissertation – Photography	40	3	<ul style="list-style-type: none"> <li>Interim report submission (10%)</li> <li>Final artefact (60%)</li> <li>Exegesis (3500-5000 words) (30%)</li> </ul>	LO1, LO3, LO4, LO6, LO7, LO10, LO11, LO12, LO15, LO16, LO18

Stage of study	Module (Code & title)	No. of credits	No. of tasks	Type of assessment	Programme Learning Outcomes
	LM392 Production based dissertation - Video (group)	40	5	<ul style="list-style-type: none"> <li>• Pre-production essay - 1500 (10%)</li> <li>• Exegesis - 3500 word (30%)</li> <li>• Pre-production research folder (10%)</li> <li>• Pre-production first cut (10%)</li> <li>• Final project folder and final cut of video (40%)</li> </ul>	LO1, LO3, LO4, LO6, LO7, LO10, LO11, LO12, LO15, LO16, LO17, LO18
	LM395 Production based dissertation - Video (individual)	40	5	<ul style="list-style-type: none"> <li>• • Pre-production essay - 1500 (10%)</li> <li>• Exegesis - 3500 word (30%)</li> <li>• Pre-production research folder (10%)</li> <li>• Pre-production first cut (10%)</li> <li>• Final project folder and final cut of video (40%)</li> </ul>	LO1, LO3, LO4, LO6, LO7, LO10, LO11, LO12, LO15, LO16, LO18
	<b>Optional modules</b>				
	LM319 Marketing	20	3	<ul style="list-style-type: none"> <li>• Group proposal (6000 words) (50%)</li> <li>• Individual executive summary (750 words) (20%)</li> <li>• Group presentation (30%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO9, LO10, LO15, LO16, LO17
	LM321 National and Global Media Studies	20	2	<ul style="list-style-type: none"> <li>• Seminar presentation (50%)</li> <li>• Seen examination (50%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO15, LO16
	LM322 Media Policy: The politics and economics of the media industries	20	3	<ul style="list-style-type: none"> <li>• Peer-led seminar incorporating group presentation, class handout and discussion (30%)</li> <li>• 800 word long reflective evaluation of group work (10%)</li> <li>• 3000 word paper (60%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16, LO17, LO18
	LM333 Mediating Science and Technology	20	2	<ul style="list-style-type: none"> <li>• Group presentation plus 4 page handout (40%)</li> <li>• 3500 word essay/case study (60%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16, LO17
	LM340 Critical Approaches to the Videogame	20	2	<ul style="list-style-type: none"> <li>• 3000 word essay (50%)</li> <li>• 10 x 300 word (min) critical blog entries (50%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16

Stage of study	Module (Code & title)	No. of credits	No. of tasks	Type of assessment	Programme Learning Outcomes
	LM372 Critical Issues in Political Communication	20	2	<ul style="list-style-type: none"> <li>2000 word essay (40%)</li> <li>3000 word case study (60%)</li> </ul>	LO1, LO2, LO4, LO5, LO6, LO7, LO8, LO9, LO10, LO11, LO15, LO16
	LM375 Communication for Development	20	2	<ul style="list-style-type: none"> <li>3000 word case study (60%)</li> <li>Online engagement &amp; dialogue (40%)</li> </ul>	LO1, LO2, LO3, LO4, LO6, LO7, LO8, LO9, LO10, LO11, LO15, LO16
	LM376 Community Project	20	2	<ul style="list-style-type: none"> <li>Online engagement and dialogue (40%)</li> <li>3000 word critical evaluation (60%)</li> </ul>	LO1, LO2, LO3, LO4, LO6, LO7, LO8, LO9, LO10, LO15, LO16, LO18
	LM385 Genre and Film	20	2	<ul style="list-style-type: none"> <li>3000 word case study (50%)</li> <li>2. 10 x 300 word (min) critical blog entries (50%)</li> </ul>	LO1, LO2, LO4, LO7, LO10, LO11, LO15, LO16
	LM341 Celebrity Media	20	2	<ul style="list-style-type: none"> <li>3000 word essay (60%)</li> <li>Group presentation (40%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO8, LO9, LO10, LO11, LO15, LO16, LO17
	LM342 Transmedia Cultures	20	2	<ul style="list-style-type: none"> <li>Weekly blog entries (50%)</li> <li>4,000 word paper (AV or written) (50%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO9, LO10, LO11, LO14, LO15, LO16, LO18
	LM343 Sustainability and Innovation in Digital Culture	20	2	<ul style="list-style-type: none"> <li>2X group presentations (50%)</li> <li>3000 word 'Case study' essay (50%)</li> </ul>	LO1, LO2, LO3, LO4, LO5, LO6, LO8, LO9, LO15, LO17
	LM 344 Digital Media Marketing and Innovation	20	2	<ul style="list-style-type: none"> <li>3000 word Individual reflective report (50%)</li> <li>Group presentation and report (50%)</li> </ul>	LO1, LO2, LO4, LO5, LO7, LO9, LO10, LO15, LO17, LO18
	<b>Total Stage 3</b>	<b>120</b>			

<b>SUPPORT AND INFORMATION</b>	
<p>Institutional/ University</p>	<p><b>All students benefit from:</b></p> <ul style="list-style-type: none"> <li>• University induction week</li> <li>• Student Contract: the University and you</li> <li>• Course Handbook</li> <li>• Extensive library facilities</li> <li>• Computer pool rooms (both the computer suite labs on the second floor in the Watts building and the two new Digital Media suites, containing 20 PCs in W233 and five PCs/four Macs in W205)</li> <li>• E-mail address</li> <li>• Welfare service</li> <li>• Personal tutor for advice and guidance</li> <li>• Student Support &amp; Guidance Tutor</li> </ul> <p><b>University Disability Service</b> Students with disabilities and dyslexia are supported through the University's Disability Service, by means of individual support, and through liaising with other university departments, in relation to their access to buildings, teaching and assessments.</p>
<p>Course-specific Additional support, specifically where courses have non-traditional patterns of delivery (e.g. distance learning and work-based learning) include:</p>	<p><b>In addition, students on this course benefit from:</b></p> <ul style="list-style-type: none"> <li>• Course and module areas on StudentCentral containing key information regarding module content and assessment requirements, and learning materials.</li> <li>• In the final year students have one-to-one tutorial support and guidance from a dissertation supervisor.</li> <li>• Work-based learning through the 4 week mandatory industrial placement module (LM290) in Level 5.</li> <li>• Further and continuing support: The mandatory placement module, which is supported by a dedicated placements officer, offers opportunities to build and utilise professional networks and pursue further, voluntary placements, training and employment. This is communicated through a cross-platform strategy using a dedicated Placements Facebook group, Twitter, Email and LinkedIn).</li> </ul>



## PART 3: COURSE SPECIFIC REGULATIONS

### COURSE STRUCTURE

This section includes an outline of the structure of the programme, including stages of study and progression points. Course Leaders may choose to include a structure diagram here.

	Compulsory module
	Mandatory module

Sem 1		Sem 2		
Code	Title	Code	Title	
<b>Level 4</b>	LM167	Media Culture & Change	LM113	Critical Approaches to Media
	LM118	Producing and Consuming Social Media	LM115	Video Production 1
	LM115	Video Production 1	LM116	Photographic Practice 1
	LM116	Photographic Practice 1	LM111	Media in the Networked Society
	LM130	Business, Creative/ Digital Industries and Innovation	LM133	Understanding Audiences: Theory and Context
	LM131	Creative Industries and Promotional Cultures	LM171	Understanding TV
	LM172	The Soundtrack of Media	LM173	Media and Popular Culture
	LM166	Film Language History	LM174	Social Action & Community Media
<b>Level 5</b>	LM290	Media Placement	LM220	Research Methods & Methodology
	LM215	Video Production 2	LM215	Video Production 2
	LM216	Photographic Practice 2	LM216	Photographic Practice 2
	LM218	Social Media Applications in Activism, Business and Life	LM242	Digital Media Enterprise and Innovation
	LM222	Language Media & Power	LM243	Brands and Branding
	LM244	Visual Media Culture	LM246	Media and Public Relations
	LM245	Media Project Management	LM278	Community Media
	LM276	Journalism	LM288	Mobile Media
			LM285	Film Studies
			LM286	Popular Music
<b>Level 6</b>	LM394	Dissertation	LM394	Dissertation
	LM391	PBD (photography)	LM391	PBD (photography)
	LM392	PBD/video (group)	LM392	PBD/video (group)
	LM395	PBD/video (individual)	LM395	PBD/video (individual)
	LM322	Media Policy: The politics and economics of the media industries	LM333	Mediating Science & Technology
	LM343	Sustainability and Innovation in Digital Culture	LM375	Communication for Development
	LM344	Digital Media Marketing and Innovation	LM372	Critical issues in Political Communication
	LM376	Community Project	LM342	Transmedia Cultures

	LM321	National & Global Media	LM340	Critical approaches to the videogame
	LM385	Genre and Film		
	LM319	Marketing		

### Modules

#### Status:

M = Mandatory (modules which must be taken and passed to be eligible for the award)  
C = Compulsory (modules which must be taken to be eligible for the award)  
O = Optional (optional modules). Optional modules listed are indicative only and may be subject to change, depending on timetabling and staff availability  
A = Additional (modules which must be taken to be eligible for an award accredited by a professional, statutory or regulatory body, including any non-credit bearing modules).

This is the complete suite of modules. Not all are run every year. The majority are shared with BA Environment and Media Studies as well as being optional for BA Geography students and Study Abroad students.

<b>Level</b> 6	<b>Module code</b>	<b>Status</b>	<b>Module title</b>	<b>Credit</b>
4	LM111	O	Media in the Networked Society	20
4	LM113	C	Critical Approaches to Media	20
4	LM115	O	Video Production 1	20
4	LM116	O	Photographic Practice 1	20
4	LM118	C	Producing and Consuming Social Media	20
4	LM130	O	Business, Creative/ Digital Industries and Innovation	20
4	LM131	O	Creative Industries and Promotional Cultures	20
4	LM133	O	Understanding Audiences: Theory and Context	20
4	LM166	O	Film Language and History	20
4	LM167	C	Media, Culture and Change	20
4	LM171	O	Understanding Television	20
4	LM172	O	The Soundtrack of Media	20
4	LM173	O	Media and Popular Culture	20
4	LM174	O	Social Action & Community Media	20
5	LM215	O	Video Production 2	20
5	LM216	O	Photographic Practice 2	20
5	LM218	O	Social Media Applications in Activism, Business and Life	20
5	LM220	C	Research Methods & Methodology	20
5	LM222	O	Language, Media and Power	20
5	LM242	O	Digital Media Enterprise and Innovation	20
5	LM243	O	Brands and Branding	20
5	LM244	O	Visual Media Culture	20
5	LM245	O	Media Project Management	20
5	LM246	O	Media and Public Relations	20
5	LM276	O	Journalism	20
5	LM278	O	Community Media	20
5	LM285	O	Film Studies	20

<sup>6</sup>All modules have learning outcomes commensurate with the FHEQ levels 0, 4, 5, 6, 7 and 8. List the level which corresponds with the learning outcomes of each module.

5	LM286	O	Popular Music	20
5	LM288	O	Mobile Media Cultures	20
5	LM290	M	Media Placement	20
6	LM319	O	Marketing	20
6	LM321	O	National & Global Media Studies	20
6	LM322	O	Media Policy: The politics and economics of the media industries	20
6	LM333	O	Mediating Science and Technology	20
6	LM340	O	Critical approaches to the videogame	20
6	LM341	O	Celebrity Media	20
6	LM342	O	Transmedia Cultures	20
6	LM343	O	Sustainability and Innovation in Digital Culture	20
6	LM344	O	Digital Media Marketing and Innovation	20
6	LM372	O	Political Communication in a Digital Age	20
6	LM375	O	Communication for Development	20
6	LM376	O	Community Project	20
6	LM385	O	Genre and Film	20
6	LM394 or LM391 or LM392/5	M	Dissertation Production based dissertation (photography); Production based dissertation (video – group/individual)	40

**Status:**

M = Mandatory (modules which must be taken and passed to be eligible for the award)

C = Compulsory (modules which must be taken to be eligible for the award)

O = Optional (optional modules)

A = Additional (modules which must be taken to be eligible for an award accredited by a professional, statutory or regulatory body, including any non-credit bearing modules)

<b>AWARD AND CLASSIFICATION</b>							
<b>Award type</b>	<b>Award*</b>	<b>Title</b>	<b>Level</b>	<b>Eligibility for award</b>		<b>Classification of award</b>	
				Total credits <sup>7</sup>	Minimum credits <sup>8</sup>	Ratio of marks <sup>9</sup> :	Class of award
Final		BA (Hons) Media Studies	6	Total credit 360	Minimum credit at level of award 120at Level 6	Levels 5 and 6 (25:75)	Honours degree
Select		DipHE Media Studies	5	Total credit 240	Minimum credit at level of award 90at Level 5	Level 5 marks	Not applicable
Select		CertHE Media Studies	4	Total credit 120	Minimum credit at level of award 90Level 4	Level 4 marks	Not applicable
Select			Select	Total credit Select	Minimum credit at level of award Select	Select	Select
Select			Select	Total credit Select	Minimum credit at level of award Select	Select	Select
<b>*Foundation degrees only</b>		N/A					
Progression routes from award:							
<b>Award classifications</b>		<b>Mark/ band %</b>	<b>Foundation degree</b>	<b>Honours degree</b>		<b>Postgraduate<sup>10</sup> degree (excludes PGCE and BM BS)</b>	
		70% - 100%	Distinction	First (1)		Distinction	
		60% - 69.99%	Merit	Upper second (2:1)		Merit	
		50% - 59.99%	Pass	Lower second (2:2)		Pass	
		40% - 49.99%		Third (3)			

<sup>7</sup> Total number of credits required to be eligible for the award.

<sup>8</sup> Minimum number of credits required, at level of award, to be eligible for the award.

<sup>9</sup> Algorithm used to determine the classification of the final award (all marks are credit-weighted). For a Masters degree, the mark for the final element (e.g. dissertation) must be in the corresponding class of award.

<sup>10</sup>Refers to taught provision: PG Cert, PG Dip, Masters.

## EXAMINATION AND ASSESSMENT REGULATIONS

Please refer to the *Course Approval and Review Handbook* when completing this section.

**The examination and assessment regulations for the course should be in accordance with the *University's General Examination and Assessment Regulations for Taught Courses* (available from staffcentral or studentcentral).**

Specific regulations which **materially** affect assessment, progression and award on the course e.g. Where referrals or repeat of modules are not permitted in line with the *University's General Examination and Assessment Regulations for Taught Courses*.

The general examination and assessment regulations (GEAR) of the University of Brighton apply to this course and are available from the School Office.

Exceptions required by PSRB  
These require the approval of the Chair of the Academic Board

N/A