

Nottingham Trent University Course Specification

Basic Course Information		
1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	Arts and Humanities, Clifton
3.	Final Award, Course Title and Modes of Study:	BA (Hons) Media Communications and Culture; FT/PT
4.	Normal Duration:	3 years FT; 4-7 years PT
5.	UCAS Code:	P315

6.	Overview and general educational aims of the course
<p>BA (Hons) Media Communications and Culture offers you the opportunity to examine the role of media and culture in today's society, and to develop the advanced critical and creative skills relevant to this new digital world. As well as gaining professionally-focused understanding of media and society, you'll develop a portfolio of practical skills to help you navigate the world of work, within which media and communication skills and an awareness of cultural diversity are becoming ever more central.</p> <p>You will study the production, distribution and promotion of information, and explore the role the media plays in shaping culture, identity and interpersonal communications. You'll learn practical skills such as how to use media technologies and to communicate in a variety of styles and formats, including pitches, briefings, video projects and podcasts. Over the course of your degree you can progressively shape your studies by, for example, concentrating on advertising, PR or journalism modules so that they fit with your developing interests and ambitions.</p> <p>As employers expect knowledge of the creative industries and some level of experience, you will take a distinctive Working with the Media module which enables you to meet professionals from the media industry, analyse media work (including the entrepreneurial and freelancing expertise of creative workers), build a network of professional contacts, develop your CV and carry out a short media placement– all essential for starting a career after graduation. Also built into the course is the option of studying abroad for a semester at one of our partner universities.</p> <p>You can find a more formal set of expectations about the course, benchmarked to national standards, in the section below.</p>	
7.	Course outcomes
Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.	
Knowledge and understanding	
By the end of the course you should be able to:	

- Critically scrutinise the modes of media representation and systems of cultural meaning in modern societies, showing the ability to produce close and informed analyses of these.
- Analyse the ways in which forms of media and cultural production and consumption are embedded in everyday life, and serve as ways of constructing and contesting identities
- Show intellectual rigour and agility in order to work across academic disciplines and to synthesize a range of theoretical and empirical approaches to media communications and culture.
- Evaluate the economic and governmental forces that influence the media communications, creative and cultural industries, and the role of such industries in shaping contemporary life, public policy, democratic participation and citizenship.
- Assess the role of changing technologies in media production, distribution, consumption and participation.
- Show advanced understanding of how media, cultural and creative organisations operate, communicate and are managed.
- Critically evaluate views other than your own, and exercise a degree of independent and informed critical judgement in analysis.

These outcomes are adapted from the QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (October 2016). The Benchmark Statement provides a national framework for describing the content and standards of a Bachelor's degree with honours in the disciplines of CMFCS.

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf>. They also draw on the "Student Outcomes" listed in Section 14 of the NTU Quality Handbook,:

https://www4.ntu.ac.uk/adq/document_uploads/quality_handbook/150956.pdf

Skills, qualities and attributes

By the end of the course you should be able to:

- Carry out advanced research for essays, projects or dissertations involving sustained independent enquiry, culminating in bringing a sustained piece of individual research to satisfactory completion.
- Assume responsibility for working in flexible, creative ways, whether independently or in small groups, showing self-discipline, self-direction, reflexivity and time and resource management
- Communicate clearly, concisely and effectively, both orally and in writing, in producing reasoned answers to complex issues. Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas.
- Integrate advanced IT skills from data analysis and word-processing to using web-based technology or multimedia where appropriate, and develop proficiencies in utilising a range of media technologies.
- Initiate, develop and realise distinctive and creative work within various forms of professional writing and digital media.
- Critically reflect on the work and entrepreneurial opportunities on your course, carry out a short work placement and evaluate the skills and attributes necessary in media and cultural industries work.

- Appraise possible employment destinations within the creative and cultural sector through taking advantage of networking opportunities and show your understanding of professional practices and the skills needed in these areas.
- Demonstrate international awareness and openness to the world based on understanding and appreciation of social and cultural diversity.

These outcomes have been mapped to the October 2016 CMFCS Benchmark statement. The CMFCS benchmark statement provides a national framework for describing the content and standards of a Bachelor's degree with honours in the disciplines of Communication, Media, Film and Cultural Studies.

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf>. They also draw on the "Student Outcomes" listed in Section 14 of the NTU Quality Handbook: https://www4.ntu.ac.uk/adq/document_uploads/quality_handbook/150956.pdf

8. Learning and teaching methods

BA (Hons) Media Communications and Culture will be delivered through a balance of the following teaching and learning methods:

- Interactive lectures
- Seminars, including SCALE-UP (student-centred, active learning environment)
- Tutorials and supervisions
- Workshops
- Guest lectures
- Group and individual project work
- Open and directed learning
- Demonstrations
- Tutor-led, student-led and independent learning sessions.

Lectures will introduce you to ideas and include a range of audio-visual material. Seminars and workshops will be student-centred (sometimes student-led) with an emphasis on putting ideas into practice through their debate, discussion and application. Activities will sometimes take place individually and other times in small groups.

At level 6 the emphasis switches to independent, self-directed learning. In particular, you will carry out a sustained piece of individual research in the form of the 40-credit Dissertation module, MCLT34005. This may take the form of a long essay, but may also take the form of, for example, an extended work placement report, a photo-essay or some other form arrived at through discussion with your supervisor. This experience will also allow you to hone your skills in the design, research and presentation of your work via individual sessions with a supervisor. This will be accompanied by a synoptic assessment which will demonstrate your awareness of your individual employability, graduate attributes and opportunities for progression after graduation, reflecting on your career aspirations and showing recognition of your growth across the course.

<p>9. Assessment methods</p> <p>The course uses a variety of assessment techniques to ensure both that you've met the range of learning outcomes and that you're developing transferable, career-ready skills. Assessment methods include:</p> <ul style="list-style-type: none"> • Essays, projects and case studies • Class tests • Portfolios (which might include mini-essays, reports, reviews, annotated bibliographies, short analyses and critical reflections) • Diaries • Photo-essays • Video projects • Pitches, presentations and slideshows • Journalistic copy • PR releases • Blogs and podcasts • Online discussion boards <p>In all your modules you will carry out formative assessments, before you complete the summative assessment for which you receive a grade. These formative assessments are designed to prepare you for the graded assignment and allow you to experiment with ideas and modes of presentation. You will receive a mixture of verbal and written feedback on your formative assessments.</p> <p>Your assignments become progressively more intensive as you progress through the course. So the Dissertation, with its heavy emphasis on organisational independence, intellectual autonomy and the generation of an original line of argument is the largest and most challenging exercise you'll undertake.</p> <p>You will receive detailed written feedback on your summative assignments. A sample of assessments are moderated internally at all three levels. All dissertations are marked by at least two members of staff independently. Standards are assured by course external examiners, who moderate levels 5 and 6 assessments.</p>
<p>10. Course structure and curriculum</p> <p>You can study for the course on either a full-time basis, in which case you will complete the course in 3 years, or on a part-time basis in which case you complete the course in a minimum of 4 years, and a maximum of 7 years (see below for more details on the part-time route).</p> <p>The course is organised into 3 levels (Levels 4, 5 and 6). In order to progress, and ultimately pass your degree, you must achieve 120 credits at each level. These credits are made up of a mixture of large 40 credit modules and smaller 20 credit modules. In some cases, particularly at Level 4, modules are compulsory (or 'core') while at other times they are optional (or 'elective'). Cores and some electives act as 'pre-requisites': modules which you must take in order to take particular modules later on your course (for example, in order to take the Level 6 module in Advertising, PR</p>

and Journalism II, you must have taken the Level 5 module, Advertising, PR and Journalism I). As your degree proceeds, there are fewer cores and more options so you have the greatest degree of choice by the end of your studies. For example, the only compulsory module at Level 6 is the Dissertation, which will include a synoptic assessment testing the work-ready skills you have developed over the course of your degree.

All students take a common first year which introduces you to the breadth of the field. At a module choice event at the end of your first year you will be introduced to the options available at level 5 and guided through your choices by the course leader, personal tutor and module leaders. If you wish to take a clear Media Communications route you will be pointed towards the first half-year module Advertising, PR and Journalism I and the second-half year modules Media Communication and Culture in China, Communication and Creativity Toolkit and Digital Identities. If you opt for a more Cultural Studies focus to your studies you will be directed towards the Identity and Difference, Analysing Popular Music and Analysing British Television modules. If you wish to maintain a small amount of Media Production as part of your studies you will be advised to take the first half-year module Intermediate Practice and Production. If you want to develop more advanced skills in research or presentation then you will be guided towards the appropriate modules.

These level 5 choices shape your course at Level 6. Level 6 modules are again organised into sets of modules with What's New; Political Communication and Society; Alternative, Transnational Media and Communications and Humanity in the Natural World forming a Media Communications set, and Lifestyle and Consumer Culture; Body and Popular Culture; Cultural Policy and American Television Since 1950 forming a Culture set. Two modules (Media in the Workplace and Client-Led Media Practice and Production) are independent of these sets, allowing you to maintain a wider set of media work and communication skills. The relatively wide variety of optional modules, particularly at Level 6, therefore enables you to specialise in Media Communications or Culture while also enabling you to maintain some degree of breadth and choice.

Levels 4 and 6 contain year-long modules, while Level 5 is divided into two semesters. This is to offer you a choice in the second half of the academic year. You may continue with subject-specific modules for the rest of the year by choosing three 20 credit options. Alternatively, you may choose to take advantage of the international exchange opportunities which NTU offers at overseas partner universities. You choose this option during Level 4, and the half-year exchange counts for 60 credits.

At both levels 5 and 6 you may, if you wish, study a language as part of your studies. This is organised through the University Language Programme (ULP) and in discussion with your course leader.

Part-time routes through the degree will be created in response to individual student requirements. This could be, for example, a six-year programme where a student would take 60 credits at each level. But it could equally be the case that you complete two years as a full-time student and then opt to complete your studies over two further years as a part-time student. Depending on circumstances this could involve completing 80 credits of taught modules in one year and your dissertation in the final year, or completing 60 credits in each year.

If you do not complete the Honours course you may receive a Certificate of Higher Education (which requires you to achieve 120 credits at level 4), a Diploma of Higher Education (240 credits at levels 4 and 5) or an Ordinary Degree (240 credits at levels 4 and 5 plus 60 credits at level 6)

The specific modules you can choose are set out in the table below. Please note that some options may not run every year.

General structure

Level 4	Modules	Credits
Course Core modules	Understanding Media	40
	Media Communications and Digital Cultures	40
	Introduction to Media Practice and Production	20
	Celebrity, Consumption and Technology: Doing Cultural Studies	20
Credits		120
Level 5	Modules	Credits
First half year (60cp)		
Course Core	Media, Theory and Society	20
Course Core	Media Communications in the Workplace: Experiencing Work	20
Option	Advertising, PR and Journalism I	20
<u>or</u>	Intermediate Media Practice and Production	20
Second half year (60cp) 3 x 20cp elective modules, chosen from the list shown	Researching Media, Communication and Culture.	20
	Talking Media: Arguing, Speaking, Debating, Performing	20
	Identity and Difference	20
	Media, Communication and Culture in Asia	20
	Analysing Popular Music	20
		20

	<u>Or</u> International Exchange Route	Communication and Creativity Toolkit	20
		Analysing British Television	20
		Digital Identities: the Politics of Communication in the Globalised World	60
	<i>Students may elect to replace a 20 credit second half elective module with a yearlong ULP module but only following discussion with the course leader</i>		
			Credits 120
	Level 6	Modules	Credits
	Course Core (40 credits)	Dissertation (MCL34005)	40
	Plus 80 credits (4 x 20cp) in elective modules (determined by prerequisites)	Advertising, PR and Journalism II: Convergence and Creativity in the Digital Age	20
	<i>Students may elect to replace one 20 credit elective module with a yearlong ULP module but only following discussion with the course leader.</i>	What's New?: The Future of Media Communications	20
		Political Communication and Society	20
		Alternative, Transnational Media and Communications	20
		Humanity in the Natural World	20
		Media in the Workplace: Becoming Career Ready	20
		Client-Led Media Practice and Production	20
			20

		Lifestyle and Consumer Culture	20
		The Body and Popular Culture	20
		Cultural Policy	20
		American Television Since 1950	20
		DJ Cultures	
			Credits 120

11. Admission to the course

Entry requirements.

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

We welcome students with both A Level and BTEC qualifications, as well as students coming from other UK post-16 routes, and for students with international qualifications.

12. Support for learning

All students receive a full induction. This takes the form of an Induction Week where you meet your course leader, personal tutor and members of your Personal Tutor Group (PTG). It is also a chance to join student societies with a media communications and culture orientation such as the NTU student newspaper (Platform) and its student radio station (Fly FM).

Throughout your time at NTU you will be part of the same PTG with, generally, the same personal tutor. Your personal tutor will help you to make the transition to higher education, act as a first point of contact for any problems you may experience and be a source of information about choices and future directions. Induction events will continue throughout Level 4 as you learn to navigate your way around procedures and platforms (including the online employment portfolio, Go Places). To help with this, a final year student mentor will be present for a number of PTGs.

All modules are supported by module documentation and NOW, an online student learning resource. Staff members are available for individual tutorials, and by e-mail for brief discussion.

Further support with study skills is available from the Library and Information Services (LIS) Study Skills team, who run an on-line resource and a lecture and workshop series, and who are available for individual

consultation. Your personal tutor will also be able to point you towards other expert sources of support (e.g. around finance, or seeking help if English is not your first language), should the need arise.

At Level 6, as mentioned earlier, you will carry out a protracted piece of individual work, the Dissertation. You will be guided through this by an academic supervisor whose expertise most closely relates to your topic.

13. Graduate destinations/employability

Graduate employability is fundamental to Nottingham Trent University, as reflected by the fact that NTU is consistently placed close to the top of the league table of all UK Universities for graduate employment.

As a graduate of the BA in Media Communications and Culture, you will be well-prepared for a wide range of careers. You will have read widely and deeply, familiarised yourself with a range of media forms and digital technologies, and developed a critical, analytical and questioning outlook. In practical terms you will possess many of the attributes demanded in today's world of work: you will have skills in research, organisation, team-working and time-management. Furthermore you will be articulate, confident in your ability to make informed judgements, capable of marshalling complex information speedily and accurately, skilled in communicating your ideas to others concisely and persuasively.

The skills and intellectual training provided by a degree in Media Communications and Culture are valued by a range of employers and not just those in the creative and cultural sectors. In recent years graduates from NTU's BA Media course have gone on to follow careers in many areas, both in and outside the communication industries, including:

- Media, journalism, communication, creative and cultural industries
- Management opportunities within media organisations
- Media policy-making and administration in the public sector or in specific media-related strategic roles in the private sector
- Media-related work in PR, marketing, promotions, and advertising
- Community organisations and social businesses
- Games and film industries
- Postgraduate courses
- Research careers in the humanities or social sciences
- Small media-related enterprises and self-employment.

Help and support with employment is embedded in every stage of your course (PTGs, Level 4 40 credit modules and two Media in the Workplace modules at Levels 5 and 6 deal directly with employability). The university also has a comprehensive careers service open to all students to assist in securing employment, included a tailored Employability Team for the School of Arts and Humanities. See <https://www4.ntu.ac.uk/employability/>

14. Course standards and quality

The standards of your course are monitored in a variety of ways:

- A course committee takes place three times in the academic year. This includes elected student representatives (reps) from all levels of

<p>study. NTSU organises the election of reps who gather student feedback about the course and individual modules.</p> <ul style="list-style-type: none"> • Your evaluation of modules is sought via through module feedback questionnaires (EvaSys). • The course has an External Examiner from another UK University who submits an annual report on the standards and quality of the course. • The subject benchmarks of the Quality Assurance Agency have been incorporated into the course's learning outcomes (see Section 7). • The course submits an annual interim report which is scrutinised by the School Academic Standards and Quality Committee (SASQC). • Courses are reviewed every 3 years for Periodic Course Review (PCR). • The School underwent a Periodic School Review in 2015. 									
15.	<p>Assessment regulations</p> <p>This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook). Any course specific assessment features are described below:</p>								
<p>There are no course-specific exceptions from the University's Common Assessment Regulations.</p>									
16.	<p>Additional information</p> <table> <tr> <td>Collaborative partner(s):</td><td>None</td></tr> <tr> <td>Course referenced to national (QAA) Benchmark Statements:</td><td>Communication, Media, Film and Cultural Studies (October 2016)</td></tr> <tr> <td>Course recognised by:</td><td>n/a</td></tr> <tr> <td>Date this course specification approved:</td><td>March 2018</td></tr> </table>	Collaborative partner(s):	None	Course referenced to national (QAA) Benchmark Statements:	Communication, Media, Film and Cultural Studies (October 2016)	Course recognised by:	n/a	Date this course specification approved:	March 2018
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