



**Definitive Programme Document: Media Communications  
(Bachelor's with Honours)**

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	College of Liberal Arts
Department	Digital Academy
Main campus	Newton Park
Other sites of delivery	N/A
Other Schools involved in delivery	N/A
<b>Name of award(s)</b>	
	<b>Media Communications</b>
Qualification (final award)	BA (Hons) Media Communications or BA (Hons) Combined Awards
Intermediate awards available	CertHE, DipHE
Routes available	Single/Joint/Major/Minor
Sandwich year	Optional
Duration of award	3 years full-time, 4 years with sandwich
Modes of delivery offered	Campus-based
Regulatory Scheme <sup>1</sup>	Undergraduate Academic Framework
Exemptions from regulations/framework <sup>2</sup>	Yes
<b>Professional, Statutory and Regulatory Body accreditation</b>	
	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
<b>UCAS code</b>	
	P390
<b>Route code (SITS)</b>	
	MCSIN
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies 2016
Date of most recent approval	May 2018
Date specification last updated	May 2018

### Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date

<sup>1</sup> This should also be read in conjunction with the University's Qualifications Framework

<sup>2</sup> See section on 'Exemptions'

## Programme Overview

The Media Communications undergraduate programme is about the study of the production, distribution and consumption of media texts and objects. Students are encouraged to engage with contemporary debates as members of a vibrant, dynamic and motivated community of scholars, from diverse examples such as film, television, radio, newspapers, magazines, the Internet, mobile phones and videogames.

The Media Communications programme has been designed to allow students to explore key themes in the subject. The first year modules equip students with the essential 'critical toolkit' for analysing the media and conducting media research. In the second year students are given the opportunity to explore issues of media power and industry processes, textual representations and audience consumption, and to consider the extent of their impact on wider social and cultural practices, in particular, through an exploration of how the social embedding of the media in the ordinary and the everyday, facilitates or sets limits to media power.

In their final year, students will have the opportunity to take a diverse range of modules, including studies of media technology, media fandom, computer and videogames, popular music, film and journalism. In addition, they can test themselves in undertaking an extended exercise in research and writing in the form of the Dissertation and express their initiative and creativity in the Digital innovation and Enterprise module.

## Programme Aims

- To enable students to develop empirical knowledge of the structures, processes and impacts of Media Communications in the contemporary world.
- To understand forms of Media Communications as they have emerged historically and appreciate the process through which they have developed, with reference to social, cultural and technological change.
- To encourage students to approach Media Communications as developing a contextualised ecology of media forms, values, production, representation, reception and technologies.
- To provide students with an understanding of Media Communications as a cross-disciplinary and interdisciplinary field that makes use of different, and often contending, theoretical, paradigms, approaches and methodologies.
- To equip students to analyse closely, interpret and exercise critical judgement in the understanding and evaluation of media forms and practices and to conduct applied analyses of their own.
- To give students an insight into the different modes of global, national and local media experience and their interaction.
- To develop the skills and attributes that can enable students to progress to postgraduate study in the subject area of Media Communications and related areas and/or to pursue successfully courses of graduate training and/or to enter the world of graduate employment.
- To promote qualities of citizenship, which will enable graduates to contribute to economic, social and political wellbeing.

## Programme Intended Learning Outcomes (ILOs)

### A Subject-Specific Skills and Knowledge

	<b>Programme Intended Learning Outcomes (ILOs) On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
A1	Systematic understanding of academic material including the historical development of global mass media and surrounding debates, issues and case studies relating to regulation, representations and social uses.	The ability critically to examine academic material including global media debates, issues and case studies within their wider social, political, cultural, historical and industrial contexts.	The ability to source relevant academic material by using scholarly research tools.
A2	Coherent and in-depth knowledge of the embedded structures and processes in media scholarship and industry research and their relation to various contexts, local and global.	The ability critically to analyse the methods and findings of a range of key media scholarship and industry research so as to contextualise understandings of global media.	Understand methods and findings of key media scholarship.
A3	Systematic application of key theoretical debates to promotional media production, manipulation, distribution, circulation and consumption.	Apply key theoretical debates from the fields of media, film and television, cultural studies and business and management to issues, debates and practices surrounding promotional media production.	Understand the relevance of theoretical debates from within the field of study.
A4	Critical evaluation of genre and related conventions in 'popular culture' and 'public knowledge,' and interrelated local and global ecologies of production, representations, reception and impacts based on research using primary sources.	Critically understand the genre conventions of popular media products in terms of local transformations and broader global developments including aspects of society and culture	Define and categorise the genre conventions of a popular media product in terms of its degree of conformity and/or hybridity.
A5	Systematic understanding of audience reception in media promotion in terms of family and community	Demonstrate a critical understanding of audience reception of media promotion, branding and	Knowledge of how to evaluate the success of a production in terms of audience reception, review

	dynamics, inter-community formation, difference and change, and national and international processes, challenges and conflicts of globalisation.	reviewing as a series of creative and industrial practices.	ratings and perceived popular relevance/appeal.
A6	Interdisciplinary collaborative digital media creativity, using a combination of major theoretical approaches and methodologies with reference to current research and key debates.	Develop and apply a range of creative cross-platform digital media-making skills and techniques using workflow systems within a collaborative context.	An understanding of how digital media are produced.
A7	Methodological and theoretical application in the generation and/or interrogation of media products across multiple platforms.	Apply research and critical analysis to encode meanings and messages in developing digital media products across multiple platforms.	Undertake and apply research to their idea development and final product.
A8	Independent research and development of promotional media forms based on analysis, evaluation and self-reflection, displaying an understanding of the theoretical, methodological, legal, ethical and regulatory frameworks that affect them.	Demonstrate an understanding of the creation of promotional media forms as key sites of audience interface and cultural, political and technological meaning-making.	Develop ideas for creating effective promotional media using a variety of software and assets.

### **B Cognitive and Intellectual Skills**

	<b>Programme Intended Learning Outcomes (ILOs)</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
	<b>On Achieving Level 6</b>		
B1	The ability to systematically analyse and evaluate published studies and mass mediated materials for the development of a chosen project.	Apply, consolidate and extend the critical examination of published studies and mass mediated materials into the development of a project with reference to contextual frameworks and situations.	The ability to develop, research and structure an idea for a project.
B2	The ability to draw upon and synthesise ideas and	Gather, organise and deploy ideas and	The ability to apply an understanding of media

	information from a variety of sources of knowledge related to media theory, in order to formulate coherent argumentation using appropriate research methods on contemporary media objects and experiences.	information from key critical models in media theory in order to formulate coherent arguments around contemporary media objects and experiences	theory to contemporary media objects and experiences.
B3	The ability to apply feedback on ideas and scholarship to plan, conduct, prepare and present research on chosen aspects of media communications, with research findings presented in a coherent, structured manner, displaying strong argumentation skills.	Use feedback on ideas and scholarship to develop independent research with the ability to generate information and evaluate sources.	The ability to respond to criticism of ideas and scholarship constructively.
B4	The ability systematically to apply problem solving and critical analysis exercises including self-reflection to assist in project development.	Select, verify and appropriately use extant media scholarship for problem solving and to formulate critical analyses.	The ability to deploy problem solving and analysis skills.

### **C Skills for Life and Work**

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
C1	Autonomous learning <sup>3</sup> (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an	Team work as would be necessary for employment requiring the exercise of	Team work as would be necessary for employment requiring the exercise of

<sup>3</sup> i.e. the ability to review, direct and manage one's own workload

	ability both to work in and lead teams effectively.	personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

### Programme content

This programme comprises the following modules

#### Key:

Core = C

Required = R

Required\* = R\*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Media Communications				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
4	MCO4000-20	Media Today I	20	C	C	C	C
4	MCO4001-20	Media Today II	20	C	C	C	C
4	MCO4100-20	Introduction to Television	20	O	O	O	O
4	MCO4101-20	Popular Media Culture	20	O	O	O	O
4	CME4100-20	Digital Practice	20	O	O	O	O

4	PUB4002-20	Create Lab	20	O	O	O	O
5	MCO5000-20	Global Media	20	C	C	C	C
5	MCO5001-20	Promotional Media	20	C	C	C	C
5	CME5001-20	Digital Cultures	20	O	O	O	O
5	MCO5100-20	Music, Media and Markets	20	O	O	O	O
5	MCO5101-20	Television, Representation and Gender	20	O	O	O	O
5	MCO5102-20	Stardom and Celebrity	20	O	O	O	O
5	CME5100-20	Participatory Media	20	O	O	O	O
5	YP5100-120	Professional Placement Year (Optional)	120	O	O	O	O
6	MCO6000-40	Dissertation I	40	R	R	O	O
6	MCO6001-20	Dissertation II	20	O	O	O	O
6	MCO6102-20	Digital Innovation and Enterprise	20	O	O	R	R
6	MCO6103-20	Videogames	20	O	O	O	O
6	MCO6104-20	Feminist Film Criticism	20	O	O	O	O
6	MCO6105-20	Popular Music Journalism	20	O	O	O	O

### Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

### Work experience and placement opportunities

The course does not offer direct work experience or placement based opportunities and students are encouraged to opt for the Level 5 Work Placement open module. However, many modules (e.g. L5 Promotional Media and L6 Digital Innovation and Enterprise) are developed around industry interface and students create and research an aspect of industry



which requires them to work within their chosen sector. Guest sessions by industry professionals are held along with inputs from BSU's careers service to increase student employability in industry.

This programme can also be taken as a 'Sandwich' degree, which is studied over 4 years and includes a year-long work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

### Graduate Attributes

	Bath Spa Graduates...	In Film and Media, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Employability is embedded in the delivery and assessment of the course. The involvement of industry professionals as guest speakers and/or as leaders of projects is an integral part of course delivery. There is significant emphasis on industry interface, especially in Level 5 and 6 modules. In addition, students are also directed to appropriate employability related open modules.
2	Will be able to understand and manage complexity, diversity and change	Each level is characterised by a set of learning outcomes, which ensure progression in students' ability to manage issues of complexity, diversity and change. An awareness of these issues is embedded in course delivery. Assignments are designed at each level to assess students' ability to respond to increasingly advanced and complex learning experiences.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Specialist modules encourage students to develop original ideas into structured collaborative projects and problem-solving skills are an important part of these exercises. Interdisciplinarity is further facilitated by open modules such as Create Lab.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital literacy is central to both theory and practice based modules. Core and optional modules require students to engage with digital skills of a high order as part of their learning experience, and to display high degrees of digital proficiency in their assignment submissions.
5	Will be internationally networked: either	Erasmus and study abroad

	by studying abroad for part of the their programme, or studying alongside students from overseas	arrangements are in place and increasing numbers of students apply to study abroad every year. In recent years, overseas exchange students have been attending Film and Media courses in greater numbers, most often from USA, EU and Australia, and this significantly enriches the quality of peer learning in the classroom.
6	Will be creative thinkers, doers and makers	Creative thinking is encouraged as part of module delivery, both in theory and practice-based modules. Seminars, workshops, activities and assessments are designed to facilitate learning by making, which involves participative and activity-based learning, both individually and in groups.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	The learning outcomes at every level emphasise the importance of critical and conceptual understanding of subject matter. The ability to communicate these ideas by using tools of critical analysis is an important part of the assessment in both core and optional modules.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Research ethics, as well as the ethics of film, media and digital platforms are an essential part of the delivery of core modules. The global nature of film, media and digital spaces is an integral part of course content across all three levels. This awareness is supplemented by open modules e.g. Digital Citizenship which all students are encouraged to take.

## Modifications

### Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

**Attached as appendices:**

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

## Appendix 1: Programme Structure Diagram - Single Honours Media Communications

Level	Semester One	Semester Two
4	<p>Core: Media Today I – 20 credits</p> <p>Option</p> <ul style="list-style-type: none"> <li>• Introduction to Television– 20 credits</li> </ul>	<p>Core: Media Today II – 20 credits</p> <p>Options</p> <ul style="list-style-type: none"> <li>• Create Lab – 20 credits</li> <li>• Digital Practice – 20 credits</li> <li>• Popular Media Culture – 20 credits</li> </ul>
5	<p>Core: Global Media – 20 credits</p> <p>Options</p> <ul style="list-style-type: none"> <li>• Television, Representation and Gender – 20 credits</li> <li>• Digital Cultures –20 credits</li> <li>• Participatory Media – 20 credits</li> </ul>	<p>Core: Promotional Media – 20 credits</p> <p>Options</p> <ul style="list-style-type: none"> <li>• Stardom and Celebrity – 20 credits</li> <li>• Music Media and Markets – 20 credits</li> </ul>
5/6	Professional Placement Year (Optional)	
6	<p>Options</p> <ul style="list-style-type: none"> <li>• Feminist Film Criticism – 20 credits</li> <li>• Popular Music Journalism – 20 credits</li> <li>• Digital Innovation and Enterprise – 20 credits</li> </ul>	<p>Required: Dissertation-1 – 40 credits</p> <p>Options</p> <ul style="list-style-type: none"> <li>• Videogames – 20 credits</li> <li>• Dissertation-2 – 20 credits</li> </ul>

## Appendix 2: Map of Intended Learning Outcomes (ILOs) against modules

### BA (Hons) Media Communications



Level	Module Code	Module Title	Status (C,R,R*, O) <sup>4</sup>	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge								Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	C1	C2	C3	C4
4	MCO4000-20	Media Today I	C	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X
4	MCO4001-20	Media Today II	C	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
4	MCO4100-20	Introduction to Television	O	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X
4	MCO4101-20	Popular Media Culture	O	X	X	X	X			X	X	X	X	X	X	X	X	X	X
4	CME4100-20	Digital Practice	O	X		X	X	X	X	X	X	X	X	X	X	X		X	X
4	PUB4002-20	Create Lab	O	X	X	X	X		X	X	X	X		X			X	X	
5	MCO5000-20	Global Media	C	X	X	X	X		X	X	X	X	X	X	X		X	X	X
5	MCO5001-20	Promotional Media	C	X	X		X	X	X	X		X		X	X	X		X	X
5	CME5001-20	Digital Cultures	O		X	X	X	X		X	X		X	X	X		X	X	X
5	MCO5100-20	Music, Media and Markets	O	X	X	X		X	X	X	X	X	X	X		X	X	X	X

<sup>4</sup> C = Core; R = Required (ie required for this route); R = Required\*; O = Optional

5	MCO5101-20	Television, Representation and Gender	O	X	X	X	X		X	X	X	X	X		X	X		X	X
5	MCO5102-20	Stardom and Celebrity	O	X	X	X	X		X	X		X	X	X		X	X	X	X
5	CME5100-20	Participatory Media	O	X	X	X		X	X	X		X	X		X	X	X	X	X
5	YP5100-120	Professional Placement Year	O													X	X	X	X
6	MCO6000-40	Dissertation I	R/O	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO6001-20	Dissertation II	O	X	X	X	X	X	X	X	X		X	X	X	X	X		X
6	MCO6102-20	Digital Innovation and Enterprise	O/R	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO6103-20	Videogames	O	X	X		X	X	X		X	X		X	X		X	X	X
6	MCO6104-20	Feminist Film Criticism	O	X		X	X	X		X	X	X	X		X	X		X	X
6	MCO6105-20	Popular Music Journalism	O	X	X	X		X	X	X		X	X		X	X	X	X	X

**Appendix 3: Map of summative assessment tasks by module**

**BA (Hons) Media Communications**

Level	Module Code	Module Title	Status (C,R,R*, O) <sup>5</sup>	Assessment method															
				Coursework							Practical					Written Examination			
				Composition	Dissertation	Essay	Journal	Portfolio	Project Plan	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)	
4	MCO4000-20	Media Today I	C					1x											
4	MCO4001-20	Media Today II	C					1x											
4	MCO4100-20	Introduction to Television	O			1x		1x											
4	MCO4101-20	Popular Media Culture	O			1x								1x					
4	CME4100-20	Digital Practice	O					1x		1x		1x							
4	PUB4002-20	Create Lab	O				1x			1x									
5	MCO5000-20	Global Media	C				1x							1x					

<sup>5</sup> C = Core; R = Required (ie required for this route); R\* = Required\*; O = Optional

5	MCO5001-20	Promotional Media	C					1x										
5	CME5001-20	Digital Cultures	O							1x				1x				
5	MCO5100-20	Music, Media and Markets	O			1x				1x				x				
5	MCO5101-20	Television, Representation and Gender	O				1x	1x										
5	MCO5102-20	Stardom and Celebrity	O			1x		1x										
5	CME5100-20	Participatory Media	O			1x		1x										
5	YP5100-120	Professional Placement Year	O					1x	1x									
6	MCO6000-40	Dissertation I	R		1x									1x				
6	MCO6001-20	Dissertation II	O							1x				1x				
6	MCO6102-20	Digital Innovation and Enterprise	O/R					1x						1x				
6	MCO6103-20	Videogames	O					1x										
6	MCO6104-20	Feminist Film Criticism	O			1x												
6	MCO6105-20	Popular Music Journalism	O			1x									1x			