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Programme Specification for Undergraduate Programme

Leading to:

BSc Communication and Media Studies

BSc Communication and Media Studies with Professional Development



Applicable for all undergraduate students starting at FHEQ Level 4 on or after 1st September 2019

Version No.	Date	Notes – QA USE ONLY	QA
1	July 2019	New Programme Specification created for 2019/20	SB/RJC

Undergraduate Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college / department / division:	College of Business, Arts and Social Sciences / Dept. of Social and Political Sciences / Division of Social Science and Communication
4. Contributing college(s) / department / division:	N/A
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	BSc (Hons) Communication and Media Studies (FHEQ Level 6) BSc (Hons) Communication and Media Studies with Professional Development (FHEQ Level 6)
7. Programme title	BSc Communication and Media Studies
8. Programme type (Single honours/joint)	Single honours
9. Normal length of programme for each mode of study	3 years (FT) 4 years (Thin and Thick Sandwich)
10. Maximum period of registration for each mode of study	Normal length of programme plus three years
11. Variation(s) to September start	None
12. Modes of study	FT/Thin Sandwich/Thick Sandwich
13. Modes of delivery	Standard
14. Other/Intermediate awards and titles with FHEQ Level of Award	Certificate of Higher Education in Communication and Media Studies (FHEQ Level 4) Diploma of Higher Education in Communication and Media Studies (FHEQ Level 5) Diploma of Higher Education in Communication and Media Studies with Professional Development (FHEQ Level 5) BSc (Ord) Communication and Media Studies (FHEQ Level 6) BSc (Ord) Communication and Media Studies with Professional Development (FHEQ Level 6)
15. UCAS Code	PP93 (FT), P910 (thin sandwich)
16. JACS Code	P900
17. Route Code	P900UCMMEDST
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	QAA UK Quality Code for Higher Education which includes the English Framework for Higher Education Qualifications within Part A on Setting and Maintaining Academic Standards. Most Recent QAA Subject Benchmark Statement - Communication, Media, Film and Cultural Studies Brunel 2030 Brunel Placement Learning Policy, as published under the 'Placements' section of the Managing Higher Education Provision with Others page.
19. Admission Requirements	Details of entry requirements are provided on the University's and College website.

	Levels of English for non-native speakers are outlined on Brunel International's language requirements pages.
20. Other relevant information (e.g. study abroad, additional information on placements)	<p><u>Information on Placements</u></p> <p>The BSc Communication and Media Studies with Professional Development offers a 4-year thin- or thick sandwich mode of study, designed to link academic learning with practical experience and knowledge gained in two separate periods of Work Placement. This experience contributes to the superior employability of our students on graduation.</p> <p>For the thin sandwich, the first work Placement takes place during the Year 1 summer term and Year 2 autumn term. The second Work Placement takes place during Year 3 spring and summer terms. For the thick sandwich, a single placement is carried out in FHEQ Level 5.</p> <p>The University has a specialist Placement & Careers Centre, staffed on a full-time basis year-round, in order to help students find suitable Placements. Within the Placement and Careers Centre are a team of Placement Officers and Placement Assistants who work with organisations to obtain work placement opportunities and provide a service to students to help them secure a work placement that is relevant to their course of study. Those who wish to organise their own Placement are also encouraged to do so, subject to approval by the Placement & Careers Centre. While on Placement, each student is assigned a Work Placement Tutor who is a member of academic staff who ensures that the Placement is proceeding without any major problems, and offers advice and guidance on placement learning and assessment.</p> <p>Careers: Communication and Media Studies' knowledge and skills are particularly useful assets in the job market. Graduates from this degree are in increasing demand in many sectors of the communications and media industry, commercial companies, and public sector organisations and in education and research. In particular there are also openings available in business, particularly marketing and advertising, and media and recruitment.</p>
21. Programme regulations not specified in Senate Regulation 2. Any departure from regulations specified in Senate Regulation 2 must be stated here and approved by Senate.	None
22. Further information about the programme is available from:	http://www.brunel.ac.uk/cbass/social-sciences-media-communications/sociology/undergraduate-programmes

23. EDUCATIONAL AIMS OF THE PROGRAMME

- To offer a distinctive and wide-ranging programme of Communication and Media Studies.
- To provide a contemporary education in communication systems and modes of representations, particular media forms and their effects, and technologies, processes and practices of media and communication.
- To educate students in the application of a range of theories, methods and approaches in communication and Media Studies
- To equip students with knowledge and understanding of both analytical and production-based skills.
- To produce graduates with the necessary transferable intellectual, vocational, and interpersonal skills appropriate to the contemporary employment market and postgraduate study.
- To enable students, through two Work Placement routes (4yr thin and thick sandwich), to develop skills and knowledge relevant to work and professional practice. (4yr thin sandwich mode).

24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

FHEQ Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
4					
4	K	Know and comprehend key concepts, theories and approaches within Communication and Media Studies			CO1601 SO1602
4	K	Understand media technology and production processes.			CO1600
4	C	Ability to engage concepts, theories, methods and practices in Communication and Media Studies.	SO1803 SO1801	SO1703 SO1704	CO1601 CO1600
4	C	Know and understand how to make reasoned arguments backed up with evidence	All FHEQ Level 4 assessment blocks	All FHEQ Level 4 study blocks	
4	S	Identify and analyse complexity of communication, media and social practices.	SO1803 SO1801	SO1703 SO1704 SO1705	CO1601
4	S	Know and comprehend how to communicate effectively verbally and in writing.	All FHEQ Level 4 assessment blocks	All FHEQ Level 4 study blocks	CO1601
5					
5	K	Analyse key concepts, theories and approaches within Communication and Media Studies			CO2030 CO2002 CO2602

5	K	Analyse the roles of communication systems, modes of representations and systems of meaning in society and culture			CO2602 CO2604 SO2604 SO2606
5	C	Critically examine and engage with debates and production processes within Communication and Media Studies.			CO2601 CO2603
5	C	Examine different methods in Communication and Media Studies and apply them to contemporary issues and problems.			CO2028 CO2030 CO2601 CO2602 SO2606 SO2604
5	C	Analyse issues encountered in an employment context from an academic perspective (4yr thin- and thick sandwich).			SO2558 SO2550 SO2555
5	S	Effective planning and application of written, oral, practice-based and other forms of communication.			All FHEQ Level 5 modular blocks
5	S	Ability to work across a variety of group and independent modes of study applying effective interpersonal and academic skills.			CO2601 CO2602 SO2604 SO2606
5	S	Adapt to different employment environments and organisational expectations (4yr thin- and thick sandwich).			SO2558 SO2550 SO2555
6					
6	K	Synthesise and evaluate key concepts, theories and approaches within Communication and Media Studies			CO3604 CO3601 CO3602 CO3603
6	K	Synthesise and evaluate the roles of communication systems, modes of representations, ethics and systems of meaning in society and culture.			CO3604 CO3601 CO3602 CO3603 SO3604 SO3603 SO3610 SO3609
6	C	Ability to construct questions relevant to communications and media and discuss them with application to key theories.			CO3604 CO3601 CO3609 SO3604 CO3602 CO3603 SO3608
6	C	Ability to plan, undertake and produce an independent and evaluative research project in Communication and Media Studies.			CO3604 CO3601 CO3602 SO3610
6	S	Summarise and evaluate media and communications research in theoretical and/or practical formats.			CO3604 CO3601

6	S	Practice, synthesise and evaluate effective oral, written, interpersonal and other communication skills.			All FHEQ Level 6 Modular Blocks
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Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

Learning strategies

We expect student learning strategies to include:

- Enquiry
- Exploration
- Conceptualisation
- Realisation
- Archival research
- Practice-based activities and research for Media Production
- Online research
- Documentation
- Critical review

Approach

- The curriculum and teaching and learning strategy of this programme adopts a variety of methods which reflects the contributions of individual lecturers. Collectively these rest upon a number of shared assumptions about the learning process: Learning is a social activity – students are encouraged to share knowledge, discuss ideas and aid each other in their intellectual development.
- Teaching is a joint activity with students
- Learning is interactive and co-constructive
- Teaching is a guided conversation rather than simple instruction to students
- Learning is evaluating concepts, theories and empirical data
- Teaching encourages intellectual independence on the part of students.
- Learning involves the application of conceptual, technical and practice -based skills in the creation of individual and group-media production work

The aim of this curriculum is to introduce students to theories and concepts and to enable them to develop their critical understanding. In so doing we develop students skills as researchers but also as critical individuals who can build and defend a reasoned argument based on their studies, master new areas of inquiry and with analytic skills that enable them to present their findings for assessment or discussion with their peers in group activities. As students progress through each Level of the programme they experience a progressively increased learning challenge. FHEQ Level 4 utilizes study and assessment blocks to offer strong foundational theoretical, methodological, and study skills. The programme sets out from a broad multi-disciplinary communications, media and social sciences content at FHEQ Level 4 to a more focussed disciplinary content at FHEQ Level 5, and more specific thematic content at FHEQ Level 6, where students are encouraged to personalize their studies through their choice of a range of advanced optional modular blocks. In particular, media production skills are developed through media-practice based modular blocks at FHEQ Levels 4, 5 and 6. For the Professional Development (4yr thin- and thick sandwich) modes of study, the ability to apply employment related issues to study is facilitated by two work-placement periods of learning.

Activities

Teaching and learning will normally take place in a variety of contexts:

- Lectures
- Tutorials
- Seminars
- Media production and studio work
- External visits to places of relevance to modules
- Whole group interactive sessions

- Working in groups
- Weekly Journal Entries
- Comparative Analyses
- Group critiques
- Group and individual learning
- Tutor-led, participant-led, self-directed, research and study
- Use of subject-specific and generic technologies
- Resource-based learning, including library work, internet research, and external sourcing

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

Coherence exists between teaching, learning, production and assessment practices. Assessments are varied but always relevant to the nature of the activity/enquiry being carried out and to the expected outcome – which may involve presentation of research, written essay, media production project, portfolio work and group participation.

Assessment is through a variety of means to evaluate different skill sets:

- Media Production
- Coursework essays
- Examinations (seen and unseen)
- Individual and Group presentations
- Individual and Group projects
- Portfolios
- Work diaries
- Reports
- Case Studies
- Critical Reviews
- Online assessment

Students' knowledge and understanding of learning outcomes are studied via a range of assessment practices. This mix simultaneously enforces a broad and comprehensive coverage of the Programme themes and the more selective, creative and skills-oriented form of understanding that comes from particular blocks. Knowledge and understanding of practice and production-based, research-oriented outcomes are assessed by means of practical work at FHEQ Levels 4 and 5. Students have a choice of undertaking a written or media-production-based dissertation at FHEQ Level 6. For the Professional Development (4yr thin- and thick sandwich modes) of study, the relationship between employment context and media issues will be assessed via coursework.

Foundational skills are assessed by means of combination of modular, study and assessment blocks at FHEQ Level 4. Research, project-based and media production skills are assessed by means of project work and report writing across FHEQ Levels 4, 5 and 6. As students progress through each Level, they are expected to demonstrate in their assignments an increasingly sophisticated ability, creativity and independence of effort. For the 4yr thin-sandwich mode of study, further skills are assessed via work-placement based learning and coursework.

Other skills are assessed by means of essays, projects, critical reviews, portfolios, oral presentations, examinations, and, most significantly, the final year dissertation project.

25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;

- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade D- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at D- or better, but not necessarily all elements, then the block itself is core.

e.g. AB3000 Project (40)

Core: Block

Where only some elements of assessments are required to be passed at D- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)

Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXX Title (XX credits)

Core: All, Block

- A **non-core assessment** does not have to be passed at grade D- or better, but must be better than a grade F, in order to progress and to be eligible for the final award.

FHEQ Level 4	
<p>Compulsory assessment block codes, titles and credit</p> <p>All assessment blocks are 20 credits unless otherwise specified</p> <p>SO1800 Case Study: Culture and Society</p> <p>SO1801 Portfolio: Culture and Society</p> <p>SO1802 Reflexive Journal: Identity and Power</p> <p>SO1803 Group Project: Identity and Power</p>	<p>Optional assessment block codes, titles and credits</p>
<p>Compulsory study block codes, titles and credit volume</p> <p>All study blocks are 20 credits unless otherwise specified</p> <p>SO1700 Making Sense of Culture and Society (Issues I)</p> <p>SO1701 Researching Culture & Society (Methods I) (10c)</p> <p>SO1702 Becoming an Independent Learner: Culture & Society (Skills I) (10c)</p> <p>SO1703 Me, You or Us? Analysing Identity & Power (Issues II)</p> <p>SO1704 Exploring Identity & Power (Methods II) (10c)</p> <p>SO1705 Becoming a Critical Scholar: Identity & Power (Skills II) (10c)</p> <p>SO1555 Sociology & Communications Pre-Placement (Thin) (0c) (available only to those undertaking the L2 thick sandwich placement)</p>	<p>Optional Study block codes, titles and credit volume</p>
<p>Compulsory modular block codes, titles and credits</p> <p>All modular blocks are 20 credits unless otherwise specified</p> <p>CO1601 Key Ideas in Media Core: Block</p> <p>CO1600 Media Production I: Non-Fiction Core: Block</p>	<p>Optional modular block codes, titles and credits</p>
<p>FHEQ Level 4 Progression and Award Requirements</p> <p>As per Senate Regulation 2</p>	

FHEQ Level 5	
<p>Compulsory assessment block codes, titles and credits</p>	<p>Optional assessment block codes, titles and credits</p>

<p>Compulsory study block codes, titles and credit volume</p> <p>SO2554 Sociology & Communications Pre-Placement (Thick) (0c) (available only to those undertaking the L2 thick sandwich placement)</p>	<p>Optional Study block codes, titles and credit volume</p>
<p>Compulsory modular block codes, titles and credits</p> <p>All modular blocks are 20 credits unless otherwise specified</p> <p>CO2028 Research in Practice CO2030 Global Communication CO2601 Media Production II: Fiction CO2602 Social Media & Networked Culture</p> <p>Professional Development (Thin Sandwich): FHEQ Level 5 Year 2: CO2602, CO2030 and 20 credit of options FHEQ Level 5 Year 3: CO2028, CO2601 and 20 credit of options</p>	<p>Optional modular block codes, titles and credits</p> <p>All modular blocks are 20 credits unless otherwise specified</p> <p>40 credits from: CO2604 Media Genres SO2604 Visual Cultures CO2603 Creative Industries, Fashion & Culture SO2605 Apocalypse! Crisis & Society SO2606 Bodies & Society</p>
<p>FHEQ Level 5 Progression and Award Requirements</p> <p>As per Senate Regulation 2</p>	

FHEQ Level 5 – Sandwich Placement	
<p>Compulsory assessment block codes, titles and credits</p>	<p>Optional assessment block codes, titles and credits</p>
<p>Compulsory study block codes, titles and credit volume</p>	<p>Optional study block codes, titles and credit volume</p>
<p>Compulsory modular block codes, titles and credits</p> <p>Thin Sandwich students only: SO2550 Sociology & Communications Placement-1 (Thin) (60c) Core: Block</p> <p>SO2555 Sociology & Communications Placement-2 (Thin) (60c) Core: Block</p> <p>Thick Sandwich students only: SO2558 Sociology & Communications Placement (Thick) (120c) Core: Block</p>	<p>Optional modular block codes, titles and credits</p>

FHEQ Level 5 Placement Progression and Award Requirements

As per [Senate Regulation 2](#)

For BSc Communication and Media Studies with Professional Development (SO2550 and SO2555 together, or SO2558) will contribute 25% of the Level 2 profile and 8.3% of the overall degree calculation

FHEQ Level 6

Compulsory assessment block codes, titles and credits	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume	Optional study block codes, titles and credit volume
Compulsory modular block codes, titles and credits All modular blocks are 40 credits unless otherwise specified A maximum of 40 credits selected from: CO3604 Communication & Media Studies Dissertation Core: Block CO3601 Communication & Media Studies Dissertation (Practice) Core: Block	Optional modular block codes, titles and credits All modular blocks are 20 credits unless otherwise specified. Select 80 credits altogether: CO3602 Comedy, the Media & Society CO3603 Changing Audiences SO3610 Racism, Identity & Difference SO3609 Digital Cultures SO3603 Beyond Human SO3604 Global Cities: Spaces & Culture SO3608 Sociology & Communication Work Experience SO3612 Gender Sexuality and Feminism AH3600 Psychogeography

FHEQ Level 6 Progression and Award Requirements

As per [Senate Regulation 2](#)

For BSc Communication and Media Studies with Professional Development (SO2550 and SO2555 together, or SO2558) will contribute 8.3% of the overall degree calculation.

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.