

Programme Specification for Postgraduate Programme

Leading to:

MSc Media and Communications



Applicable for all postgraduate students starting on or after 1st September 2020

Version No.	Date	Notes – QA USE ONLY	QA
1	November 2020	New programme specification for 2020-21 created. January start for January 2021 added	BJR

Postgraduate Taught 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 / Social Science and Communication
4. Contributing college/department/division/associated institution	None
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	MSc Media and Communications FHEQ7
7. Programme title	MSc Media and Communications
8. Programme type (Single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	12 months FT
10. Maximum period of registration for each mode of study	Normal length of programmes plus two years up to a maximum of five years
11. Variation(s) to September start	January (2021 only)
12. Modes of study	Full time
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	Postgraduate Diploma in Media & Communications FHEQ7 Postgraduate Certificate in Media & Communications FHEQ7
15. UCAS Code	N/A
16. HECoS Code	100505
17. Route Code	L300PMEDCOMM
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 : there are currently no relevant subject benchmark statements. 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. http://www.brunel.ac.uk/courses/postgraduate/media-and-communications-msc 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)	All students are required to undertake empirical research as part of their dissertation. Many students on this programme are from overseas, and may wish to

	undertake that empirical work outside the UK
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	N/A
22. Further information about the programme is available from the College website.	http://www.brunel.ac.uk/courses/postgraduate/media-and-communications-msc

23. EDUCATIONAL AIMS OF THE PROGRAMME

Students will come from a range of backgrounds (predominantly Media, Cultural Studies, Social Sciences) and will gain a critical understanding of the rapid changes in media communications and their social and cultural consequences in an international context. The aim is to equip students with the skills to pursue further advanced academic research or to take up employment within the media, broadcasting or creative industries (e.g. as communications or press officer, e-learning technologist, journalist).

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	Masters Award Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
7						
	K	1. Contemporary concepts and theories about the changing world of media and communications.				All compulsory modules
	K	2. The processes through which increasing convergence is occurring in media and communications.				All compulsory modules
	K	3. The origins, context and consequences of the new global context of media and communications				All compulsory modules
	K	4. The relationship and interaction between language, media, and the processes associated with communication.				All compulsory modules
	K	5. The context, and social and cultural consequences of processes of production and consumption in the media.				All compulsory modules
	K	6. Research in the field of sociology with specific reference to media and communications.				All compulsory modules
	C	7. Apply appropriate theoretical concepts to evaluate key current issues in media and communication.				All compulsory modules
	C	8. Search for, gather and critically assess literature in media and communication.				All compulsory modules
	C	9. Evaluate and deploy ideas and findings from literature independently in the area of				All compulsory modules

		media and communication.				
	C	10. Critically assess, and then consider how to apply the merits and weaknesses of concepts, theories and methods to issues related to media, and communication.				All compulsory modules
	C	11. Make reasoned, substantiated and innovative arguments backed up with evidence.				All compulsory modules
	C	12. Identify a range of problems and issues in real-world settings and be able to relate them in a critical way to theories and findings in media and communication.				All compulsory modules
	C	13. Understand and be able to deploy different research methods in media and communication.				All compulsory modules
	C	14. Combine independent thought with the appropriate research methods in order to be able to undertake successfully the piece of original research which is the dissertation				CO5510
	S	15. Demonstrate skills in the communication of concepts and arguments.				All compulsory modules
	S	16. Demonstrate transferable skills in writing, discussion, analysis, and independent judgement.				All compulsory modules
	S	17. Work independently, demonstrating initiative and the ability to organise their time and work.				All compulsory modules
	S	18. Demonstrate an understanding of the importance of, and an ability to use, communication and information technology for the retrieval and presentation of information.				All compulsory modules
	S	19. Demonstrate advanced skills pertinent to undertaking a piece of research.				All compulsory modules
	S	20. Apply theoretical knowledge to empirical examples .				All compulsory modules

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

Strategies to achieve knowledge and understanding

- analytical and critical engagement with key texts in seminar discussion
- lectures
- directed independent study
- written coursework
- written feedback
- range of assessment patterns

Strategies to develop skills and other attributes

- interactive work with other students
- guided independent study
- written coursework
- constructively critical feedback on coursework

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

Systematic knowledge and understanding in (1), (2), (3), and (4) is acquired and is tested by essays/report/wikis/blogs. Successful inculcation of (5) and (6) is assessed by a dissertation.

Assessment is predominantly by means of formal written work, which the module leaders deem to be the most effective way of assessing the extent to which students have gained knowledge and understanding of the topics listed opposite, and through which key aspects of those learning outcomes can be assessed.

However it is realised with the international diversity of students on this programme that early diagnostic written work is crucial in assisting those students to achieve the required learning outcomes. Thus relatively early in the programme (within six weeks of commencement) short formative essays are required on all modules. Through these essays diagnostic assessment can be made of a student's capacity to write essays, and their level of competence in written English – and indeed makes it possible to check on issues such as plagiarism. Appropriate remedial advice and support is then given with bespoke sessions on academic writing and information literacy. In addition early feedback to students proves to be very important in their trajectory to meeting learning outcomes. Students can utilise this feedback to help prepare a longer and formally assessed summative essay.

Summative essays are expected to show familiarity with the appropriate literature and a critical awareness of current issues and problems in communications and information. These criteria are clearly set out in the Handbook for Taught Master's Degrees which the College makes available to every Master's student at the outset of the programme.

The assessment methods utilised tests these skills (7), (8), (9) (10) and (11) through a shared emphasis on approaching a task or problem via a process of individual research, analysis and interpretation. All require clear, well-evidenced argumentation, and all call upon a degree of creative thought, imagination and independence of mind. (12, 13, 14) is assessed via the dissertation.

A variety of teaching methods and strategies imparts other skills and attributes (12), (13), (14) and (15). Seminars assist in the development of (12). The use of coursework assists with (12), (13) and (14). The dissertation develops (15)

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 C- 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 C- or better, but not necessarily all elements, then the block itself is core.

e.g. AB5500 Project (40)

Core: Block

Where only some elements of assessments are required to be passed at C- 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. ABXXXX Title (XX credits)

Core: All, Block

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

FHEQ Level 7

Compulsory assessment block codes, titles and credit

Optional assessment block codes, titles and credits

Compulsory study block codes, titles and credit volume	Optional Study block codes, titles and credit volume
<p>Compulsory modular block codes, titles and credits</p> <p>CO5510 Dissertation in Media and Communications (60 credits) Core: All, Block</p> <p>CO5515 Issues and Controversies in Media and Communications (15 credits)</p> <p>CO5516 Qualitative Methods in Social and Cultural Research (Mode 2) (15 Credits)</p> <p>CO5521 Making Web Cultures (15 credits)</p> <p>CO5520 The Creative Industries (15 credits)</p> <p>CO5522 Media Audiences (15 credits)</p> <p>CO5523 Principles of Media Research (15 credits)</p> <p>SO5506 Media, Body and Society (30 credits)</p> <p>Not running in 2015/6: CO5517 Media and Globalisation (15 credits)</p>	<p>Optional modular block codes, titles and credits</p>
<p>FHEQ Level 5 Progression and Award Requirements</p> <p>As per Senate Regulation 3</p> <p>PGDip may not be awarded by substitution of the dissertation for modular/assessment blocks in the taught part of the programme.</p>	

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.