

## PROGRAMME SPECIFICATION FOR AN AWARD OF THE UNIVERSITY OF EAST ANGLIA

<b>Course name</b>	<b>Course code</b> <i>note PS</i>	<b>Year</b>
Media Studies	U1P300303	2017-18

**NOTE:** Whilst the University will make every effort to offer the modules listed, changes may sometimes have to be made for reasons outside the University's control (e.g. illness of a member of staff) or because of low enrolment or sabbatical leave.

## COURSE SUMMARY

<b>S1</b>	<b>a</b>	<b>SCHOOL(S) OF STUDY</b>	ART, MEDIA and AMERICAN STUDIES (AMA-FTM)	
<i>note S1c</i>	<b>b</b>	<b>FACULTY or FACULTIES</b>	ARTS AND HUMANITIES	
	<b>c</b>	<b>JOINT COURSE?</b> (ie owned/taught by more than one School)	<b>YES</b>	
			<b>NO</b>	✓
	<b>d</b>	<b>NAME OF COURSE DIRECTOR</b> (Home School)	Dr Brett Mills	
	<b>e</b>	<b>NAME OF DEPUTY COURSE DIRECTOR</b> (partner School, for Joint Courses only)	N/A	
<b>S2</b>	<b>a</b>	<b>COURSE TITLE</b>	Media Studies	
	<b>b</b>	<b>COURSE CODE</b>	U1P300303	
<i>note S2c &amp; S2d</i>	<b>c</b>	<b>AWARD</b>	BA	
	<b>d</b>	<b>EXIT AWARD(S) AND TITLE(S)</b>	DIP HE CERT HE	
	<b>e</b>	<b>FULL/PART-TIME (please specify)</b>	FULL-TIME	
	<b>f</b>	<b>LOCATION (UEA Norwich, Distance Learning)</b>	UEA CAMPUS	
	<b>g</b>	<b>AVAILABLE FROM:</b>	CURRENT	
<b>S3</b> <i>note S3a</i>  <i>note S3b</i>	<b>a</b>	<b>PROFESSIONAL AWARD (if any)</b>	N/A	
	<b>b</b>	<b>ACCREDITING/VALIDATING BODY (if relevant)</b>	N/A	
		<b>Website (URL)</b>	N/A	
		<b>Date when accreditation/validation may take place</b>	N/A	
<b>S4a</b> <i>note S4a</i>	<b>LEVEL</b>	Sub-degree (e.g. Cert. Dip.)		
		Undergraduate	Level 6: Honours degree	
		Integrated Masters		
		Masters		
		Other postgraduate (please specify)		
<b>S4b</b> <i>note S4b</i>	<b>FHEQ STATEMENT</b>	Please detail how the programme meets the relevant qualification descriptor from the Framework for Higher Education Qualifications (FHEQ)	The BA in Media Studies enables its students to develop specialised knowledge of theory and creative practice, politics, history and sociology as a way to understand the art and business of media production, and the diverse	

			ways in which it has an impact on the world around us. The programme entails both multidisciplinary and interdisciplinary approaches, offering detailed study of wide-ranging media texts. Students are encouraged to think and work independently, and to engage with debates at the forefront of humanities research. Students take a wide range of modules engaging with Media Studies, and are taught discipline specific skills and methodologies via a variety of formative exercises and summative written assessment. Employability is built into the curriculum at every level via core and/or discipline specific modules, and employability events are also held.			
<b>S5</b> <i>note S5a</i>	<b>a</b>	<b>DURATION</b> (years or months)	3 Years			
<i>note S5b</i>	<b>b</b>	<b>MODE OF ATTENDANCE</b> (full-time, part-time, distance, other)	FULL-TIME			
<b>S6</b> <i>note S6</i>	<b>PLACEMENT(S)/WORK-BASED LEARNING REQUIRED</b>		YES		NO	
			If YES, does this conform with the UEA's code of practice on placements?			
<b>S7</b> <i>note S7</i>	<b>RELEVANT SUBJECT BENCHMARK STATEMENT(S) and details of how the Programme Specification aligns with these</b>		<p>The programme reflects the latest QAA subject benchmarking statement for Communication, Media, Film and Cultural studies. The BA in Media Studies demonstrates the rich diversity of multidisciplinary studies, which is evident in the variety of critical and theoretical approaches to which students are introduced. The benchmarking statement for Media Studies emphasises the “increasingly central role” played by “the cultural and communications industries” by which “forms of social and political organisation and creative expression are touched at every point by media forms and practices”. Accordingly, our programme explores the ways in which Media Studies enables a greater understanding of “the role of symbolic structures in human interaction” and a critical awareness of “their changing nature and role in contemporary societies”. A key feature of our programme is the opportunity to spend a semester abroad, and the benchmark statement recognises the “desirability” of studying abroad, and the importance of this to employability.</p> <p><a href="http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-">http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-</a></p>			

		<a href="#">Communication-media-film-and-cultural-studies.pdf</a>
<b>S8</b> <i>note</i> S8	<b>ENTRY REQUIREMENTS</b>	Please see admissions website
<b>S9</b>	<b>JACS Subject Level Code(s)</b> Consult Planning Office	QW36
<b>S10</b>	<b>UCAS ADMISSION CODE / COURSE CODE</b> Consult Planning Office	
<b>S11</b> <i>note</i> S11	<b>FURTHER INFORMATION</b> (web link to further information)	<a href="https://www.uea.ac.uk/film-television-media/undergraduate-degrees">https://www.uea.ac.uk/film-television-media/undergraduate-degrees</a>
<b>S12</b>	<b>COURSE HIGHLIGHTS</b> (for publication in University Prospectus / Website /HEAR) Include succinct comments about employability, key skills and learning outcomes	
<i>note</i> S12	<p>From the invention of printing to the development of the internet, media have been bound up with profound social and cultural change. You will explore these issues through an examination of how media industries and organisations – and the people who work within them – have operated in and shaped social life, as well as the ways in which media have been consumed by different audiences with differing consequences. You will also develop critical skills in the analysis of a wide variety of different types of media texts. However, given the ways in which media often present themselves as new and transformative, a distinctive feature of the course grounds contemporary developments within an understanding of media histories, questioning claims to continuity and change within the present. Finally, you will benefit from our world-leading expertise in the areas of feminist analysis; digital media; and media consumption.</p> <p><b>Year 1</b> You will be introduced to the core media studies themes. You will learn about media industries and organisations, media audiences and consumption, how to read media texts, and you will gain an understanding of media theory and history.</p> <p><b>Year 2</b> This is the time for developing your skills of research and critical analysis, and for deepening your understanding of the subject. You will explore the implications of contemporary media and new forms of technology, examining their implications for society and the individual. You will also have the opportunity to take modules drawing on individual staff members' expertise.</p> <p><b>Year 3</b> You now move on to specialist classes that draw on our world-leading expertise in media studies. You will have the opportunity to pursue your individual interests, including through a research dissertation, developing a project under the supervision of an academic member of staff.</p>	

\*\*\*\*Please copy and paste the above table for additional (related) courses\*\*\*\*

<b>AC1</b>	<b>COURSE MANAGEMENT INFORMATION</b>				
AC1.1	REGULATORY FRAMEWORK				
	Undergraduate Regulations (including Integrated Masters)			X	
	Postgraduate Taught Regulations				
	Graduate Diplomas				
	PGCE				
AC1.2a	Is the course as a whole assessed on a pass/fail basis?	YES		NO	X
AC1.2b	Are any modules assessed on a pass/fail basis?	YES		NO	X
AC1.2c	If so, how many modules and what is the credit volume for each module?				

<b>AC2</b> <i>note</i> AC2.1	<b>YEAR WEIGHTINGS AND PROGRESSION REQUIREMENTS (For undergraduate or integrated masters courses only)</b>				
	Please select only from the permitted options - see UG/PGT regulations				
Stage <i>Note AC2.2</i>	Level	Year of course	Weightings	Progression requirement	Exit Award <i>Note AC2.3</i>
Stage 0	Level 3				
Stage 1	Level 4	1	0	BIM Regulations	On completion CertHe
Stage 2	Level 5	2	40	BIM Regulations	On completion DipHE
Year Abroad / in Industry					
Stage 3	Level 6	3	60	BIM Regulations	BA (Hons)
Stage M	Level 7				

<b>AC3</b>	<b>BOARD OF EXAMINERS</b>
AC3.4	EXTERNAL EXAMINERS (see web link below for names, positions and institutions of External Examiners)
	(For Admin use only – to be added by LTS Web Administrator)

**PS1 COURSE PROFILE** *For updates to Programme Specifications, copy and paste course profile from eVision*

*note PS1*

## Course Profile for 2017/8

Course: Media Studies (U1P300303)

School: Art, Media and American Studies

Director: Dr Brett Mills

### Year 1U

*Compulsory Modules (120 credits)*

Module	Description	Assessment
<a href="#">AMAM4028A</a>	MEDIA INDUSTRIES	CW
<a href="#">AMAM4029A</a>	MEDIA HISTORY	PR
<a href="#">AMAM4010A</a>	ANALYSING TELEVISION	CW
<a href="#">AMAM4027B</a>	MEDIA CONVERGENCE	CP
<a href="#">AMAM4026B</a>	MEDIA REPRESENTATION	CW
<a href="#">AMAM4030B</a>	INTERROGATING CULTURE	EX

### Year 2U

**AMAM4031A** *For updates to Programme Specifications, copy and paste course profile from eVision*

*Compulsory Modules ( 40 credits)*

<b>Module</b>	<b>Description</b>	<b>Assessment</b>
<a href="#">AMAM5020A</a>	CONTEMPORARY MEDIASCAPES	CW
<a href="#">AMAM5025B</a>	RESEARCHING MEDIA	CW

*Options Range A*

Students will select 60-80 credits from the following modules:

<b>Module</b>	<b>Description</b>	<b>Assessment</b>	<b>Credits</b>
<a href="#">AMAM5024A</a>	ANIMATION	CP	20
<a href="#">AMAM5031A</a>	GENDER AND THE MEDIA	PR	20
<a href="#">AMAM5035A</a>	RECEPTION STUDIES: HISTORY, THEORY AND TRANSCULTURAL CONTEXTS	CP	20
<a href="#">AMAM5038B</a>	ADAPTATION AND TRANSMEDIA STORYTELLING	CW	20
<a href="#">AMAM5045A</a>	DOCUMENTARY: HISTORY, THEORY, CRITICISM	CW	20
<a href="#">AMAM5046A</a>	POPULAR MUSIC	CW	20
<a href="#">AMAM5047A</a>	THEORISING TELEVISION	CW	20
<a href="#">AMAM5049B</a>	PROMOTIONAL CULTURE	CW	20
<a href="#">AMAP5119B</a>	TELEVISION STUDIO PRODUCTION	PR	20
<a href="#">AMAP5123A</a>	FILM AND VIDEO PRODUCTION	PR	20
<a href="#">AMAP5124B</a>	DIGITAL MEDIA: THEORY AND PRACTICE	CW	20

*Options Range B*

Students will select 0-20 credits from the following modules:

<b>Module</b>	<b>Description</b>
<a href="#">AMAS5023A</a>	AMERICAN MUSIC
<a href="#">AMAS5024B</a>	LOOKING AT PICTURES: PHOTOGRAPHY AND VISUAL CULTURE IN THE USA
<a href="#">HUM-5006B</a>	SOUND MEDIA: INTERPRETATION, RECORDING AND PRODUCTION
PPLB4*	Any module beginning PPLB4
PPLB5*	Any module beginning PPLB5

**Year 3U**

~~Students will take 60 credits (Semester 2) Students will take 60 credits (Semester 2)~~ **Students will take 60 credits (Semester 2) Students will take 60 credits (Semester 2)**

*Compulsory Modules ( 30 credits)*

<b>Module</b>	<b>Description</b>
<a href="#">AMAM6079A</a>	FILM, TELEVISION AND MEDIA STUDIES: DISSERTATION (AUTUMN)
<a href="#">AMAM6080B</a>	FILM, TELEVISION AND MEDIA STUDIES DISSERTATION (SPRING)

*Options Range A*

Media Studies modules.

Students will select 60-90 credits from the following modules:

<b>Module</b>	<b>Description</b>
<a href="#">AMAM6032A</a>	MAGAZINES



Module	Description
<a href="#">AMAM6086B</a>	CREATIVE WORK IN THE MEDIA INDUSTRIES
<a href="#">AMAM6100B</a>	TELEVISION COMEDY
<a href="#">AMAM6108B</a>	INVESTIGATING AUDIENCES: PARTICIPATORY CULTURES & IMMERSIVE MEDIA
<a href="#">AMAM6111B</a>	MEDIA AND THE BODY
<a href="#">AMAM6113A</a>	GENERATION AND THE MEDIA

### *Options Range B*

Students will select 0-30 credits from the following modules:

Module	Description	Assessment
<a href="#">AMAP6097A</a>	MEDIA PRACTICE PROJECT (AUTUMN)	PR
<a href="#">AMAP6098B</a>	MEDIA PRACTICE PROJECT (SPRING)	PR

<b>PS2 MAPPING LEARNING OUTCOMES</b>	<i>note PS2</i>
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Mapping learning outcomes – please list learning outcomes and enter module code against assessment type <b>YEAR 1 learning outcomes</b>	Assessment type								
	Essay	Lab report	Course test	Exam	Project/ Dissertation/ Report	Oral Presentation	Assessment of practice	Other	Other
<b>Other:</b> please give details									

<b>PS2 MAPPING LEARNING OUTCOMES - continued</b>	<i>note PS2</i>
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Mapping learning outcomes – please list learning outcomes and enter module code against assessment type <b>YEAR 2 learning outcomes</b>	Assessment type								
	Essay	Lab report	Course test	Exam	Project/ Dissertation/ Report	Oral Presentation	Assessment of practice	Other	Other
<b>Other:</b> please give details									

**PS2 MAPPING LEARNING OUTCOMES - continued** note PS2

Mapping learning outcomes – please list learning outcomes and enter module code against assessment type <b>YEAR 3 learning outcomes</b>	Assessment type								
	Essay	Lab report	Course test	Exam	Project/ Dissertation/ Report	Oral Presentation	Assessment of practice	Other	Other
<b>Other:</b> please give details									

**PS2 MAPPING LEARNING OUTCOMES - continued** note PS2

Mapping learning outcomes – please list learning outcomes and enter module code against assessment type <b>YEAR 4 learning outcomes</b>	Assessment type								
	Essay	Lab report	Course test	Exam	Project/ Dissertation/ Report	Oral Presentation	Assessment of practice	Other	Other
<b>Other:</b> please give details									

**PS2 MAPPING LEARNING OUTCOMES - continued** note PS2

Mapping learning outcomes – please list learning outcomes and enter module code against assessment type <b>YEAR 5 learning outcomes</b>	Assessment type								
	Essay	Lab report	Course test	Exam	Project/ Dissertation/ Report	Oral Presentation	Assessment of practice	Other	Other
<b>Other:</b> please give details									

**PS3 PROGRAMME COHERENCE AND FEEDBACK CYCLES***note  
PS3***PS3.1 learning progression**

How will progression in terms of skills, knowledge and understanding be reflected in the programme between modules in any one year and across the years as students progress through their course of study?

*note  
PS3.1*

Modules in Media Studies progress from introductory approaches and survey modules in the first year, through increasing specialism in the second year and the year abroad, to advanced and independent research in final year.

**PS3.2 feedback cycle**

Please explain how assessments and feedback / feed forward support the coherence of the programme. Comment on number and types of assessment, both formative and summative; the types and format of feedback students will receive; and their sequencing. How will assessments and feedback impact on subsequent modules?

*note  
PS3.2*

Every module contains formative and summative assessment, and tutor's feedforward and feedback—in seminars, in tutorials, and on written work—is integral to students' learning and progression through the course.

<b>PS4</b>	<b>EXAMINATIONS</b>		<i>note PS4</i>
		<b>Written</b>	<b>Practical (e.g. OSCES and OSPES)</b>
How many modules will include an exam element?	depends on modules taken – see course profile	0	
How many hours of exams are there in Stage 0? (if applicable)			
How many hours of exams are there in Stage 1?	depends on modules taken – see course profile	0	
How many hours of exams are there in Stage 2?	depends on modules taken – see course profile	0	
How many hours of exams are there in Stage 3?	depends on modules taken – see course profile	0	
How many hours of exams are there in Stage 4? (if applicable)			
How many hours of exams are there in Stage 5? (if applicable)			
How many hours does the programme (as a whole) include?			

<b>PS5</b>	<b>EQUALITY &amp; WIDENING PARTICIPATION</b>		<i>note PS5</i>
PS5.1	How do the admissions criteria specifically for this course ensure equality of opportunity for all applicants?		
	Applications to the programme are assessed in accordance with University equal opportunities regulations.		
PS5.2	What steps have been taken to ensure an inclusive curriculum?		
	The curriculum has been designed to engage with issues of gender, race, class and sexuality, and fostering inclusivity on the level of the curriculum is central to the ethos of the programme.		
PS5.3	In what ways do learning and teaching and assessment methods ensure inclusivity, reasonable adjustment and equality of opportunity?		
	All learning, teaching and assessment is conducted in accordance with University equal opportunities regulations.		

<b>PS6</b>	<b>EMPLOYABILITY</b>		<i>note PS6</i>
	How is employability embedded into the delivery of the course?		



	<p>Employability is embedded into the course in non-modular employability events, through employability-focused meetings with academic advisers, and is built into the design and delivery of modules at every level.</p>
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**KEY INFORMATION SET (KIS) DATA**

<b>KIS</b>	<b>KEY INFORMATION SET data (undergraduate courses only)</b>							<i>Note KIS</i>
<b>KIS1</b>	<b>Quantitative KIS data</b>							<i>Note KIS1</i>
		Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	
1.1	Percentage of assessment by written exams							
1.2	Percentage of assessment by practical exams							
1.3	Percentage of assessment by coursework							
1.4	Percentage of time in scheduled learning and teaching activities							
1.5	Percentage of time in guided independent study							
1.6	Percentage of time on placements							
<b>KIS2</b>	<b>Professional Accreditation</b>							<i>Note KIS2</i>
2.1	Name of accrediting body (if applicable)							
2.2	Please give details, including any memberships, exemptions etc that the award confers. Please also give accrediting body website URL.							
2.3	Is the accreditation dependent on specific module choices? If so, please include URL of web pages where these details are outlined.							

UP1 Programme Specification Update Record						
Faculty			School			
Academic Year	2014/5	2015/6	2016/7	2017/8	2018/9	2019/0
Degree Award (e.g. BSc/MA)						
Course Title(s)						
Course Code(s)						
Has the KIS data been changed?	Yes/No					
Course Director sign off	Name					
	Date					

IM1 IMPLEMENTATION ACTIONS – ADMIN USE ONLY		
ACTION	DATE	Name
Course Profile updated in Evison ( <b>LTS Team Leader</b> )		
Programme Specification placed in shared drive folder ( <b>LTS Team Leader</b> )		
Web link to External Examiner information added ( <b>LTS Web Administrator</b> )		
Programme Specification uploaded onto website ( <b>LTS Web Administrator</b> )		
Planning Office informed of upload of Programme Specification onto website (copy of this page to <a href="mailto:cams.records@uea.ac.uk">cams.records@uea.ac.uk</a> ) ( <b>LTS Web Administrator</b> )		
Programme Specification Code ( <b>LTS Team Leader</b> ) (SCH/YEAR/Level/Sequence)	AMA15UG016	
Full route code(s) covered by this Programme Specification ( <b>LTS Team Leader</b> )		