

Programme Specification

Section 1: Basic Data

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| Awarding institution/body | UWE |
| Teaching institution | UWE |
| Faculty responsible for programme | Arts, Creative Industries & Education |
| Programme accredited by | |
| Highest award title | BA (Hons) Media and Cultural Studies |
| Default award title | BA Media and Cultural Studies |
| Interim award title | Certificate in Higher Education – Media and Cultural Studies; Diploma in Higher Education - Media and Cultural Studies |
| Modular Scheme title (if different) | |
| UCAS code (or other coding system if relevant) | BUWE L6P3 |
| Relevant QAA subject benchmarking group(s) | Communication, media, film and cultural studies |
| On-going/valid until* (*delete as appropriate/insert end date) | |
| Valid from (insert date if appropriate) | Sept 2011 |

Authorised by...Chairs action (Lisa Harrison) Date:...Sept 2011

Version Code
 6 (September 2011)

For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications

Section 2: Educational aims of the programme

- To provide a substantial knowledge of cultural and media forms and processes and their role within contemporary society.
- To introduce students to a range of concepts, debates, theories and approaches appropriate to the study of cultural and media forms and processes.
- To develop skills in research, critical analysis and communication.
- To provide opportunities for developing media production skills.

Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas: ...

A Knowledge and understanding

| Learning outcomes | Teaching, Learning and Assessment Strategies |
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| <p>A Knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. key aspects of the historical formation of contemporary forms of media and culture; 2. ways in which culture is produced and consumed in both professional contexts and in everyday life; 3. the role played by the media, modes of representation, and systems of meaning in the ordering of societies; 4. the relationships between media, culture, and technology, and their relationships to social and global power; 5. some key means of analysing media texts and cultural forms; 6. media practice within a critical context. | <p>Teaching/learning methods and strategies:</p> <p>Acquisition of skills 1 to 5 is through lectures, seminars, screenings, workshops and guided independent study. In addition skill 6 is acquired through practical workshops, specialist technical instruction and tutorial support.</p> <p>Lectures are used to provide overviews of topics, and to stimulate and enable the students' critical thinking through exemplification and demonstration of key ideas, questions and debates.</p> <p>Seminars are used for discussion and further exploration of issues based upon readings, viewings and presentations. Seminars use a wide range of teaching and learning strategies.</p> <p>Tutorial periods are made available where students can obtain support and guidance. Where appropriate, study trips may be organised.</p> <p>Throughout the programme, the student is encouraged to undertake independent reading both to supplement and consolidate what is being taught / learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>Assessment:</p> |

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| | <p>Students are assessed mainly through course work in the form of essays, presentation and project work. A proportion of all assessment is undertaken under controlled conditions (a minimum of 25% per module) which may include an element of formal examination.</p> |
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B Intellectual Skills

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| <p>B Intellectual Skills</p> <ol style="list-style-type: none"> 1. read academic and other texts carefully and critically; 2. analyse complex media products and cultural processes within their relevant contexts; 3. extract and present key ideas and significant content from complex material; 4. formulate research questions and, in the light of these, identify, organise, and evaluate materials from diverse sources; 5. construct coherent arguments; 6. reflect upon and articulate their own position within culture. | <p>Teaching/learning methods and strategies</p> <p>Intellectual skills 1 – 3 are mainly developed through the students reading, viewing and studying for participation in seminar discussion and presentation and in tutorials, which support essay and dissertation production.</p> <p>Skills 4 and 5 are developed with tutorial support through the identification of essay and project topics, the preparation and writing of short and extended essays, visual and/or audio work.</p> <p>Skill 6 is cumulatively acquired as a result of all the teaching and learning practices with which the student engages in the course of their studies.</p> <p>Assessment</p> <p>A variety of assessment methods is employed, all of which test a student's ability to demonstrate skills 1 – 6 through seminar presentation, debate and discussion, essay and dissertation writing, project work, and work in a range of media.</p> |
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C Subject, Professional and Practical Skills

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| <p>C Subject/Professional/Practical Skills</p> <ol style="list-style-type: none"> 1. a basic competence in at least one form of media production; 2. depending upon their module choices, a student may achieve a substantial level of practical and creative ability in a form of media production. | <p>Teaching/learning methods and strategies</p> <p>Skill 1 is gained through a basic introduction to media production at Level 1, and more specialist experience in media production workshops with technical and specialist tutorial support, at Level 2.</p> <p>Skill 2 is gained by the above plus more extended experience of independent media practice at Level 3.</p> <p>Assessment</p> <p>Skill 1 is primarily assessed through the practical project work and accompanying presentations and contextual written work.</p> <p>Skill 2 will normally be assessed through independent media production projects taken at Level 3.</p> |
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D Transferable Skills and other attributes

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| <p>D Transferable skills and other attributes</p> <p>Students should be able to:</p> <ol style="list-style-type: none"> 1. communicate ideas clearly in writing, orally, and other media; 2. use a range of information technologies and data-bases, as well as traditional sources, to access and organise materials; 3. work independently on self-defined tasks and projects and productively within groups or teams; 4. manage their time effectively and work to deadlines and within given constraints. | <p>Teaching/learning methods and strategies</p> <p>These skills are developed through the students' research, reading, and presentation of ideas in oral, visual, and written form, their delivery of work to due dates, and their experience of group and team work for media production.</p> <p>Assessment</p> <p>The assessment of these skills is integral to the assessment methods indicated in A-C above.</p> |
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Section 4: Programme structure

Use next page to provide a structural chart of the programme showing:

- Level and credit requirements
- Interim award requirements
- Module diet, including compulsory/core/optional modules

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| level 1 | Compulsory modules <ul style="list-style-type: none"> • UACPAD-30-1 Introduction to Digital Media • UACPRW-30-1 Media and Cultural Studies Foundation • UACPRV-30-1 Cultural and Media Histories • UACAHB-30-1 Screen Worlds | Optional modules There are no optional modules at this level | Interim Awards: <ul style="list-style-type: none"> • Credit requirements 120 – Certificate in Higher Education • Other requirements none. |
| | Core modules There are no core modules at this level for this award | | |
| level 2 | Compulsory modules <ul style="list-style-type: none"> • UACAFE-30-2 Media Culture 1 <ul style="list-style-type: none"> • UACAFF-30-2 Media Culture 2 | Optional modules If students take only one core module, they must take the following option module: UACA9B-30-2 Screen Media | Interim Awards: <ul style="list-style-type: none"> • Credit requirements 240 – Diploma in Higher Education • Other requirements None |
| | Core modules Students must take one or two of the following modules: <ul style="list-style-type: none"> • UACPAU-30-2 Photomedia • UACPAR-30-2 Web Media • UACAFJ-30-2 Video Media | | |
| Year out | <i>Use this space to describe optional/compulsory year abroad/placement/clinical placement</i> | | |
| level 3 | Compulsory modules There are no compulsory modules at this stage. | Optional modules Students should take 120 credits from the list below Not all modules will be offered in any one year. | |

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| | <p>Core modules</p> <p>There are no core modules at this stage.</p> | <ul style="list-style-type: none"> • UACPCS-30-3 Independent Production • UAC AFC-60-3 Intensive Production • UACPMN-30-3 Work Placement & Experience • UACPCU-30-3 MCS Dissertation • UACPBQ-30-3 Photography and Visual Culture • UACAGV-30-3 Urban Cultures and Modernity • UACAGW-30-3 Games, Simulation and Media • UACAHD-3-3 Cinema, Race and Ethnicity • UACPRH-30-3 Music, Cinema, Culture <p>UACPRCR-30-3 Cultural History of Private Life</p> <p>UACPCQ-30-3 Youth Culture and Consumption</p> | <p>Awards:</p> <ul style="list-style-type: none"> • Target/highest: BA(Hons) <ul style="list-style-type: none"> • Default title: BA <p>Credit requirements BA (Hons) – 360 BA - 300</p> |
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→ GRADUATION

Section 5: Entry requirements

Candidates must be able to satisfy the general admissions requirements of the University of the West of England with specific requirements as detailed below:

A & AS Levels

Tariff points as appropriate for the year of entry.
AS General Studies is excluded from the points tariff range.

- Preference given to relevant subjects such as English, Theatre Studies, Media Studies, Film Studies, Arts and Social Science.

BTEC - An appropriate National Diploma with good standing and final year grades within the range 3 Distinctions and 3 Merits – 5 Distinctions and 1 Merit.

Irish Highers – Passes with grades within the following range: BBBB – ABBB.

Access Courses – Validated access course in appropriate subjects.

Baccalaureate – European with between 70% and 76%. International with between 28 and 32 points.

Section 6: Assessment Regulations

- a) **MAR** **X**
- b) **Approved MAR variant (insert variant)**
- c) **Non MAR**

Section 7: Student learning: distinctive features and support

- Induction Programme for orientation and study skills.
- Detailed Student Handbooks and Module Guides.
- Extensive specialist library
- On-line learning resources, Internet, Intranet and email access
- Dedicated office hours for all staff, student email system, trained counsellors for both pastoral and academic support.
- Specialist equipment, resources, and technical and instructing staff for media production.
- A wide range of teaching and learning strategies and a varied range of assessment modes.
- A strong emphasis on developing analytical and critical skills.
Access to academic tutors and student advisors

Section 8 Reference points/benchmarks

- QAA Subject benchmarks for Communication, media, film and cultural studies.
- University teaching and learning policies
- Staff research projects

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical 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 of individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.