



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	University of the West of England, Bristol
Delivery Location	Frenchay Campus, University of the West of England, Coldharbour Lane, Bristol BS16 1QY
Study abroad / Exchange / Credit recognition	n/a
Faculty responsible for programme	Arts, Creative Industries and Education
Department responsible for programme	Arts and Cultural Industries
Professional Statutory or Regulatory Body Links	n/a
Highest Award Title	BA (Hons) Media Culture and Communication
Default Award Title	
Interim Award Titles	BA Media Culture and Communication Cert HE Media Culture and Communication Dip HE Media Culture and Communication
UWE Progression Route	n/a
Mode of Delivery	Full time and part-time
ISIS code/s	P30C
For implementation from	September 2017

Part 2: Description

Media Culture and Communication embeds cultural research and digital media production skills within a broader understanding and engagement of the dynamics of mediated societies and the role of media in society and the economy at a global level, to prepare students for careers in contemporary digital media-making and media-utilising enterprises. It combines the latest knowledge about the development of the contemporary media landscape and its place in culture and society with a knowledge of research methods appropriate for gathering information about the uses of media forms, practice and artefacts, to equip students to devise innovative methods for using media to communicate to diverse publics.

Modules teaching digital imaging, sound and online and mobile design tools will equip students to become effective communicators between media makers, organisations, their clients and end users. Students will develop flexible research and writing skills in a variety of contexts from project analysis and design treatment, project management, inter-team and inter-enterprise communications and online media community fostering. They will be trained in digital media content generation, methods in audience research and address, and creative campaign design. These are supplemented by a training in the use of software used within the industry, and an ability to respond to new developments as the industry innovates. All this takes place alongside the building of skills in analysis, reviewing and formal academic essay writing.

Communication skills and thinking are underpinned by an understanding of the impact of media in its cultural and historical context and the way viewers respond to media forms and practices. Students also learn about the ways media are used to reach viewers and communicate ideas in a range of other industry sectors, and are equipped to research the ways interactive and participatory media forms require new competencies, and engender different forms of engagement to traditional cultural forms. Students are provided with a rigorous academic training in research methods and skills in analysis, academic writing and presentational skills.

Through the degree students are exposed to practitioners and near-live project briefs to practice the application of their learning. Students are introduced to Bristol's vibrant creative media culture throughout their studies and develop field research attuned to contemporary industry needs. Students also acquire an in-depth understanding of the way that media practitioners work in a fast-changing industry landscape through research exercises and projects conducted in Bristol's vibrant cultural and media sector, culminating in their final year where work placement and student-led research projects form major pathways to graduation.

Graduating students will have the ability to work effectively in the emerging variety of professional media contexts including marketing and promotions, radio and community media, small to medium enterprises relying on social media campaign management, charities and NGOs, heritage and museums etc.

We offer research-led teaching, which means students work alongside tutors on specified research exercises as well as designing their own projects around their chosen focus and interests. This helps them acquire the project design and research skills that are necessary to become professionals able to work independently and as part of a team, in the cultural and media industries, and as independent research project design becomes more pronounced as they proceed through the three years of their study, they are able to prepare a portfolio of written and production work relevant to their chosen vocational pathway.

The Media Culture and Communication programme is embedded in the Digital Cultures Research Centre (DCRC), based at the Pervasive Media Studio (PMS), a world leading innovation lab that sits within Bristol's Watershed Media Centre. Its curriculum and the students learning experience are enriched by the involvement in DCRC of core teaching staff who conduct research in collaboration with cultural organisations and industry partners, as well as by DCRC researchers based at the PMS who contribute their expertise throughout the three years by providing specialist sessions and workshops. As well as being offered opportunities for volunteering and participating in the DCRC's event and conference programme, students are given near-live briefs arising from current research projects as part of their studies, to ensure they are at the forefront of cultural innovation in the mediated communications sector.

Educational Aims

1. To foster intellectual enquiry into digital media, communications and culture; meeting the new (2016) QAA benchmark statements in the development of knowledge, understanding and discipline-specific skills in *media*;

Part 2: Description

2. To introduce students to key concepts, debates, theories and approaches to the study of media, culture and society;
3. To develop knowledge and understanding of a range of media forms, industries and practices, their historical development and their role within contemporary culture, society and communities of interest on a local and global scale;
4. To develop flexible skills in close reading and listening, analytical and intercultural insight, persuasive writing and presentation, research and digital media production appropriate to working and innovating within a transcultural digital communications context broadly conceived;
5. To develop an understanding of the use of different methodologies for researching the practices of production, diverse audiences/users, policy frameworks and social engagement relevant to the culture and the media sector and the artefacts, forms and practices that play a part in forming and informing it;
6. To develop an understanding of the mediated communications industry landscape and an understanding of the diverse employment pathways for communications professionals within a range of industry contexts;
7. To engage with contemporary and emerging developments in the creative economy, digital and participatory media, and practices of public communication;
8. To equip students to produce meaningful and socially-informed research and production appropriate to local, national and international media and communications industry and user contexts;
9. To enable students to become independent, self-aware, socially-responsive and future-facing learners with an understanding of the social and environmental impact of their professional practices;
10. To offer students choice and independence in determining their own abilities and ambitions within a subject discipline;
11. To enable students to become critical, creative and analytical thinkers in project development, design and management of media production, communications and campaigning forms and practices, with due consideration of their diverse publics;
12. To develop skills of communication, co-creation and reflection appropriate to working individually and in groups/teams and to presenting ideas within relevant industry and user contexts such as marketing and promotions, radio and community media, small to medium enterprises relying on social media campaign management, charities and NGOs, heritage and museums etc.
13. To develop an awareness of ethical issues relating to research and production in the cultural, media and communications sector, broadly conceived, including questions of difference, diversity and inequality;
14. To develop flexible research and writings skills appropriate to both further academic study and professional work in a variety of contexts, from project analysis and design treatment, to digital media content generation, audience research and address, the formation of diverse publics for media content, citizen enablement and creative campaign design as well as formal academic essay writing;
15. To develop personal and transferable skills that will enhance students' readiness for graduate employment in their chosen context and enable them to contribute to society more widely.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Graduates will possess the practical, theoretical, research and professional skills and knowledge that underpin careers in a wide-ranging mediated communications field. They will have the ability to present material in a range of written, verbal, audio and visual forms. With practical skills in digital photography, video, sound and/or interactive design, as well as audience research, project design and management, and creative content development relevant to promotional and campaign purposes within a participatory media landscape, graduates will have the ability to work flexibly, individually and within teams, in a variety of industry contexts and for a variety of social purposes. Able to critically evaluate the relationship between cultural and media forms and practices and the way diverse communities, publics and users engage with them, they will be attentive to social and cultural diversity and the local and global factors which shape networked culture and its political influences.

Regulations

A: Approved to [University Regulations and Procedures](#)

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules

ENTRY			
Level 1	Compulsory Modules	Optional Modules	Awards
	Network Culture UPCAL6-30-1	.	Interim award: (120 credits) CertHE Media Culture and Communication
	Mediated Lives UPCAL5-30-1		
Contemporary Digital Practice UPCAKG-60-1			
Level 2	Compulsory Modules	Optional Modules	Interim Awards
	Media Culture 1: Researching Media Cultures UPCAFE-30-2	Image-Based Media Production UPCAFJ-30-2	Interim award: (240 credits) DipHE Media Culture and Communication
	Co-creativity: Audiences and Participation UPCAW8-30-2	Online Media Production UPCPAR-30-2	
	Screen Media UPCA9B-30-2		
		Media Culture 2: Creative Cultural Research UPCAFF-30-2	
Level 3	Compulsory Modules	Optional Modules	Interim Awards
	Creative Campaigns UPCAW9-30-3	Media Production Project UPCNAN30-3	Interim award: (300 credits) BA Media Culture and Communication
		Dissertation UPPCU-30-3 Work Placement and Experience UPCPMN-30-3	
	Future Cities UPCAGV-30-3		
		Music Cultures UPCNAK-30-3	HIGHEST AWARD: (360 credits) BA(Hons) Media Culture and Communication
		Photography and Visual Culture UPCPBQ-30-3	
		Videogames and Digital Culture UPCAGW-30-3	
		Automatic Society UPCNAM-30-3	

MCC Part-Time Route**Year 1**

Network Culture UPCAL6-30-1
Mediated Lives UPCAL5-30-1

Year 2

Contemporary Digital Practice UPCKG-60-1

Interim award: (120 credits) CertHE Media Culture and Communication

Year 3

Media Culture 1: Researching Media Cultures UPKAF-30-2
Co-creativity: Audiences and Participation UPKAW8-30-2

Year 4

Two Level Two optional modules

Interim award: (240 credits) DipHE Media Culture and Communication

Year 5

Creative Campaigns UPKAW9-30-3
One Level 3 optional module

Interim award: 300 credits BA Media Culture and Communication

Year 6

Two Level 3 optional modules.

HIGHEST AWARD: 360 credits BA(Hons) Media Culture and Communication

Part 5: Entry Requirements

The University's Standard Entry Requirements apply.

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

Part 6: Reference Points and Benchmarks

Set out which reference points and benchmarks have been used in the design of the programme:

[QAA UK Quality Code for HE](#)
Subject benchmark statements
[Strategy 2020](#)
[University policies](#)

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First CAP Approval Date	March 2017 v1	Link to MIA 10664		
Revision CAP Approval Date		Version	2	Link to RIA
Next Periodic Curriculum Review due date	Academic Year 2022/23			
Date of last Periodic Curriculum Review				