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
ISIS code/s	**P30C** *With Foundation route -* P31F13 (FT)
For implementation from	September 2018

Part 2: Description

Media and Cultural Production 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 Bristols 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 DCRCs 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.

Part 2: Description

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*;
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.

Level 0 consists of four year-long 30 credit modules in which the main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future pathway in English Literature, English Literature with Writing, English and History, English Language and Literature, History, English Language and Linguistics, Creative and Professional Writing, Media and Cultural Production, Media Culture and Communication, Film Studies, Film Studies and Literature, Liberal Arts, Broadcast Journalism, Journalism and Public Relations, or Media and Journalism. **Academic Skills in Arts and Humanities (**UPCNA7**-30-0)** will act as a "spine" to the year, supporting the other three modules through a variety of assessment methods. Students will be encouraged to develop as reflective learners and to understand the importance of the UWE graduate attributes. The teaching methods are designed to engage students and develop their core skills and confidence.

Part 2: Description
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
Approved to University Regulations and Procedures

Part 3: Learning Outcomes of the Programme																

Learning Outcomes:	CPD UPCAK-60-1	ML UPCAL5-30-1	NC UPCAL6-30-1	MC1 UPCAFE-30-2	MC2 UPCAFF-30-2	C0-Creativty	Image UPCAFJ-30-2	Online UPCPAR-30-2	Screen UPCA9B-30-2	Games UPCAGW-30-3	PVC UACAPBQ-30-3	Work UPCPMN-30-3	Diss UPCPCU-30-3	Cities UPCAGV30-3-	Automatic	Music	Creative Campaigns
A) Knowledge and understanding of:																	
The historical formation of contemporary media forms, industries and practices and their role within contemporary culture		x	x	x	x	x	x	x	x	x	x			x	x	x	x
Key debates, concepts, theories and approaches to the study of media, culture and society conceived transculturally and globally.	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
The ways in which media, communication and culture are produced and consumed in different professional and cultural contexts in everyday life, by diverse communities of interest and publics on a local and global scale, and the way that interactivity, participatory and pervasive media impact on these.	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
Contemporary and emerging developments in the creative economy, the media industries and the applications of multi-platform, social, interactive, participatory and pervasive media, and the diverse employment pathways for media communication professionals within a range of different industry contexts.	x		x		x	x	x	x	x	x	x	x		x	x	x	x
The impact of difference, diversity and inequality on production, consumption, interactivity and engagement in the cultural sector and practices of community and citizen enablement in the context of media research, production practices, industry and policy models and public debate.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 3: Learning Outcomes of the Programme																	
	CPD UPCAK-60-1	ML UPCAL5-30-1	NC UPCAL6-30-1	MC1 UPCAFE-30-2	MC2 UPCAFF-30-2	C0-Creativty	Image UPCAFJ-30-2	Online UPCPAR-30-2	Screen UPCA9B-30-2	Games UPCAGW-30-3	PVC UACAPBQ-30-3	Work UPCPMN-30-3	Diss UPCPCU-30-3	Cities UPCAGV30-3-	Automatic	Music	Creative Campaigns
(B) Intellectual Skills																	
Evaluation and use of significant theoretical and interpretive frameworks for the study of media and culture in rigorous, systematic and imaginative ways	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x
Flexible skills in close reading and listening, analytical and transcultural insight, persuasive writing and presentation, and digital media production appropriate to working and innovating within a transcultural mediated communication industry context.		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x
To develop flexible research skills appropriate to further academic study and professional work in a variety of contexts.		x	x	x	x			x	x	x	x	x	x	x	x	x	x
To demonstrate the ability to select and use and reflect on different methodologies for researching the practices of production, diverse audiences/users, policy frameworks and social engagement relevant to the cultural and media sector.		x	x	x	x			x	x	x	x	x	x	x	x	x	x
Formulate research questions and, in the light of these, design research and/or production projects which explore these in a systematic and rigorous way, presenting key findings and articulating analytical insights				x	x	x	x	x	x	x	x	x	x	x	x	x	x
The ability to present and evaluate evidence-based research and arguments including the interpretation of theoretical models, texts and industry/policy mapping		x	x	x	x	x			x	x	x	x	x	x	x	x	x

Part 3: Learning Outcomes of the Programme

	CPD UPCAK-60-1	ML UPCAL5-30-1	NC UPCAL6-30-1	MC1 UPCAFE-30-2	MC2 UPCAFF-30-2	C0-Creativty	Image UPCAFJ-30-2	Online UPCPAR-30-2	Screen UPCA9B-30-2	Games UPCAGW-30-	PVC UACAPBQ-30-3	Work UPCPMN-30-3	Diss UPCPCU-30-3	Cities UPCAGV30-3-	Automatic	Music	Creative Campaigns
(C) Subject/Professional/Practical Skills																	
The ability to design, plan, realise and reflect on sustained critical, creative and/or research projects independently and within teams.	x			x	x	x	x	x	x	x	x		x	x	x	x	x
To develop skills in digital photography, video, sound, interactive and/or online media production at a level which supports working as a mediated communicator in the cultural and media sector.	x						x	x						x			x
Ability to inform production projects with theoretical, historical and critical understanding to ensure they are socially informed, engaged and meaningful in a way that is appropriate to different industry and user contexts.	x	x	x	x	x	x	x	x	x	x	x			x	x	x	x
To develop an awareness of ethical issues and an ability to conceive, design and plan projects which are shaped in ways that take account of issues relating to difference, diversity and inequality.	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x
To develop an in-depth understanding of the principles of audience research, content development and creative campaign design and management at a level suitable to working as a mediated communications professional.		x				x			x	x				x	x	x	x
(D) Transferable skills and other attributes																	
To develop the capacity for independent, self-aware, socially-responsive, future-facing risk-taking learning, through the exercise of initiative, choice and problem-solving skills.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
To develop critical, creative and analytical thinking through the execution of research exercises and projects, and/or using practice-based work to interrogate social and cultural processes and practices.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
To develop skills of communication, co-creation and reflection appropriate to working in groups/teams and individually as creative professionals and to presenting ideas within relevant industry and user contexts.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
To develop an understanding of personal strengths and challenges in relation to professional opportunities, interpersonal relationships and social engagement.	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 3: Learning Outcomes of the Programme																	
To develop a future-facing outlook, understanding concepts of global citizenship, environmental stewardship, social justice and equity, and how these relate to ecological and economic factors, and able to consider how systems and societies can be adapted to ensure sustainable futures.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

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		Compulsory Modules	Optional Modules	Awards
	Level 0	UPCNA7-30-0 Academic Skills for Arts and Humanities UPCNA8-30-0 Bristol, Arts and Culture UPCNA9-30-0 Thoughts, ideas and myths: past, present and future UPCNAE-30-0 Extended Project		

		Compulsory Modules	Optional Modules	Awards
	Level 1	Network Culture UPCAL6-30-1 Mediated Lives UPCAL5-30-1 Contemporary Digital Practice UPCAKG-60-1	.	**Interim award**: (120 credits) CertHE Media Culture and Communication

		Compulsory Modules	Optional Modules	Interim Awards
	Level 2	Media Culture 1: Researching Media Cultures UPCAFE-30-2 Co-creativity: Audiences and Participation UMGAW8-30-2	Image-Based Media Production UPCAFJ-30-2 Online Media Production UPCPAR-30-2 Screen Media UPCA9B-30-2 Media Culture 2: Creative Cultural Research UPCAFF-30-2	**Interim award**: (240 credits) DipHE Media Culture and Communication

	Compulsory Modules	Optional Modules	Interim Awards
Level 3	Creative Campaigns UPCAW9-30-3	Media Production Project UPCNAN30-3 Dissertation UPCPCU-30-3 Work Placement and Experience UPCPMN-30-3 Future Cities UPCAGV-30-3 Music Cultures UPCNAK-30-3 Photography and Visual Culture UPCPBQ-30-3 Videogames and Digital Culture UPCAGW-30-3 Automatic Society UPCNAM-30-3	**Interim award**:(300 credits) BA Media Culture and Communication **HIGHEST AWARD:** (360 credits) BA(Hons) Media Culture and Communication

MCC Part-Time Route

Year 1
UPCNA7-30-0
Academic Skills for Arts and Humanities

UPCNA8-30-0
Bristol, Arts and Culture

Year 2
UPCNA9-30-0
Thoughts, ideas and myths: past, present and future

UPCNAE-30-0 Extended Project

Year 3
Network Culture UPCAL6-30-1

Mediated Lives UPCAL5-30-1

Year 4
Contemporary Digital Practice UPCAKG-60-1

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

Year 5

Media Culture 1: Researching Media Cultures UPCAFE-30-2

Co-creativity: Audiences and Participation UMGAW8-30-2

Year 6

Two Level Two optional modules

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

Year 7
Creative Campaigns UPCAW9-30-3

One Level 3 optional module

Interim award: 300 credits BA Media Culture and Communication

Year 8

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

ACADEMIC SERVICES

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First CAP Approval Date	21 March 2017	link to RIA		
Revision ASQC Approval Date	17th January 2018	Version	2	*Link to RIA 12502*
Next Periodic Curriculum Review due date	September 2018			
Date of last Periodic Curriculum Review				