Programme Specification

Media Communications {Dual} [Mar][FT][Taylors][3yrs]

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Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Media Communications {Dual} [Mar][FT][Taylors][3yrs]

Highest award: BA (Hons) Media Communications [Sep][FT][Frenchay][3yrs]

Interim award: BA Media Communications

Interim award: DipHE Media Communications

Interim award: CertHE Media Communications

Awarding institution: UWE Bristol

Affiliated institutions: Taylor's University

Teaching institutions: Taylor's University

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: ACE Dept of Creative & Cultural Industries, Faculty of Arts Creative Industries & Education

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website

For implementation from: 01 March 2021

Programme code: P30L13-MAR-FT-TU-P30H

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Media Communications 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 and media-utilising enterprises.

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.
Through the degree students are exposed to practitioners 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, live briefs and student-led research projects form major pathways to graduation.

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.

As well as the main award offering a broad-based range of skills and knowledge in the field of media communications, students have the option to specialise in a particular vocational pathway in the areas of Advertising, Campaigns and Public Relations. Upon choosing one of these pathways, students will be able to experience specialised teaching within their preferred area and benefit from real-world application of theory, research and technical expertise.

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

To introduce students to key concepts, debates, theories and approaches to the study of media, culture and society;

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;

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;

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

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.

Programme Learning Outcomes:
On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

PO1.   Develop knowledge and insight of 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.

PO2.   Evaluation and use of significant theoretical and interpretive frameworks for the study of media and culture by using flexible skills in close reading and listening, analytical and transcultural insight, persuasive writing and presentation.

PO3.   To develop flexible research skills appropriate to further academic study and professional work in a variety of contexts, reflecting on different methodologies for researching the practices of production, diverse audiences/users, policy frameworks and social engagement relevant to the cultural and media sector.

PO4.   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.

PO5.   The ability to design, plan, realise and reflect on sustained critical, creative and/or research projects independently and within teams explore these in a systematic and rigorous way, presenting key findings and articulating analytical insights.

PO6.   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.

PO7.   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.

PO8.   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.

Part B: Programme Structure

Year 1
The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory modules
The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UPCNHP-30-1	Communications Contexts 2020-21	30
UPCNHQ-60-1	Contemporary Digital Practice 2020-21	60
UPCNHR-30-1	Network Culture 2020-21	30

Year 2
The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory modules
The student must take 60 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UPCNHU-30-2	Communication Practice 2021-22	30
UPCNHY-30-2	Researching Media Cultures 2021-22	30

Year 2 Optional modules
The student must take 60 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UPCNHW-30-2	Creative Cultural Research 2021-22	30
UPCNHX-30-2	Engaging Audiences 2021-22	30
UPCNJ3-30-2	Screen Media 2021-22	30

Year 3

The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory modules

Students must take 120 credits from Compulsory modules.

Students must choose:

Work Experience OR Live Brief

Dissertation OR Media Project

Module Code	Module Title	Credit
UABB4F-30-3	Dissertation 2022-23	30
UPCNJ7-30-3	Live Brief 2022-23	30
UPCNJS-30-3	Media Project 2022-23	30
UPCNJW-30-3	Work Experience 2022-23	30

Year 3 Optional modules

The student must take 60 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UPCNJ6-30-3	Automatic Society 2022-23	30
UPCNK3-30-3	Image Cultures 2022-23	30
UPCNJT-30-3	Music Cultures 2022-23	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme is for students looking to build their creative media skills, by understanding and researching audiences, and communicating ideas effectively to them. Students will study a mix of theory, production and research-based modules, and carry out coursework, developing expertise through writing, research, production, project design and coordination.

Students will develop a number of transferable skills, developing enterprise skills and strong self-reliance, in order to gain the confidence and flexibility to adopt to the rapidly changing field of media communications.

Part D: External Reference Points and Benchmarks

The programme has been developed in line with the UK (2016) QAA benchmark statements in the development of knowledge, understanding and discipline-specific skills in media.

Taylor's University mission and purpose statements:

The TU's 10-year mission is to be a university of 20,000 students, renowned for its teaching excellence and the distinctive qualities of its graduates.

The TU's purpose is to educate the youth of the world to take their productive place as leaders in the global community.

The concrete indicators in TU's Mission Statement are substantiated by two existing Taylor's policies:

Taylor's Graduate Capabilities; This policy substantiates the following clause in our Mission Statement: "….. the distinctive qualities of its graduates"

Taylor's University Teaching and Learning Framework; This policy substantiates the following clause in our Mission Statement "…. Renowned for its teaching excellence"

TheTaylor's Graduate Capabilities andTeaching and Learning Framework both

support our Mission Statement, which in turn supports our Purpose. All academic and research policies and procedures at Taylor's are to be in accordance with the focus provided by these policies.

Taylor's Graduate Capabilities and Teaching and Learning Framework;

The teaching and learning approach at Taylor's University is focused on developing the Taylor's Graduate Capabilities in its students, capabilities that encompass the knowledge, cognitive capabilities and soft skills of our graduates.

Reference Points and Benchmarks:

A Taylor's graduate has proven ability and is capable in the following areas;

Discipline-specific knowledge:
Sound understanding of foundational concepts and theories in subject area.

Cognitive capabilities:
Foundation and skills for lifelong learning;
Learns autonomously;
Able to acquire and manage information;
Ability to comprehend a wide variety of literature;
Awareness of contemporary global issues.

Problem solving skills:
Defines issues of problems well;
Analyses problems comprehensively;
Allies knowledge effectively and applies theory to practice;
Able to arrive at workable and effective solutions.

Soft Skills:
Communication skills;
Ability to speak and write well;
Able to organize, synthesize and present information effectively.

Interpersonal skills:

Understands team dynamics, power of teams and team work;

Works with others in a team;

Able to assume leadership in small and/or big groups.

Intrapersonal skills:

Ability to manage time effectively;

Understands the role of personal image and professionalism at work;

Works independently in context of tasks to be completed.

Cosmopolitan thinking and intercultural competence:

Forms opinions and articulates views from a global perspective;

Awareness of and sensitivity to cross-cultural differences.

Technology savvy:

Executive keyboarding;

Effective use of ICT and related technologies.

The learning environment at Taylor's is further geared towards nurturing the Taylor's Core Values; the personal attributes of excellence, integrity, passion for work, interpersonal respect and care, openness in communication and a healthy balance between professional and personal life.

Through participation in various optional electives, including co-curricular activities, Taylor's students may also develop additional knowledge, cognitive capabilities and soft skills other than those listed. These, as well as the Taylor's graduate capabilities above, are recorded by students in the form of individual student portfolios and verified by Taylor's University against the set of expectations for each subject, program and co-curricular activity.

Statutory Requirements:

Degree qualifications offered by Malaysian private higher education institutions are

required by the government to comply with the internationally benchmarked points of reference below, for the purpose of quality control. Summaries of each of the instruments' relevant requirements, contextualized for TU, are given in the Appendices to the programme specification document.

Malaysian Qualifications Framework, MQF.

Code of Practice for Programme Accreditation, COPPA.

Code of Practice for Institutional Audit, COPIA.

Requirements of Professional Bodies, where applicable.

International Standards:

For the purpose of international benchmarking, we integrate best practices in quality assurance in higher education from the regions from which Taylor's partner universities are drawn.

To implement the policy of compliance with the benchmark documents identified in this section, collating the information from all sources the scope of the TQM is categorized into 10 distinctive areas.

Scope: Overview and goals.

Identified from: MQF, COPPA, European Standard.

Scope: Curriculum.

Identified from: MQF, COPPA, COPIA, professional bodies requirements;.European, Australian and US Standards.

Scope: Intake.

Identified from: COPPA.

Scope: Assessment.

Identified from: COPPA, European and Australian Standards.

Scope: Faculty.

Identified from: COPPA, European, Australian and US Standards.

Scope: Resources.

Identified from: COPPA, European, Australian and US Standards.

Scope: Review.

Identified from: COPPA, COPIA, European, Australian and US Standards.

Scope: Public Transparency.

Identified from: European Standard.

Scope: External QA Mechanisms.

Identified from: COPPA, COPIA, professional bodies requirements; European, Australian and US Standards.

Scope: Improved mechanisms.

Identified from: COPPA, professional bodies requirements; European, Australian and US Standards.

Please see Programme Specification Document for further information.

Part E: Regulations

Approved to University Regulations and Procedures.