

School of Humanities

Title of Programme: Mass Communications Programme

Programme Code: HEMCS

Programme Specification

This programme specification is relevant to students entering:
23 September 2019

Associate Dean of School (Academic Quality Assurance):
Marjolein Groefsema



Signature

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment
1	Journalism title and UCAS code added
D	Information regarding the <i>Combined Placement and Study Abroad Year</i> added
E	Lists of Management and Support available updated
Table 1a	Pathways for Journalism and Media added
Table 1b	Journalism and Media added to interim awards
Table 3	Journalism and Media added to Course Structure

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification **Mass Communications Programme**

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended 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 teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland
Programme accredited by	Not applicable
Final Award	BA (Hons)
All Final Award titles	Mass Communications
(Qualification and Subject)	Journalism and Media Journalism and Creative Writing Media Media and Creative Writing Journalism
	The above titles may also be the following: < > (Sandwich) < > with a Year Abroad < > with Study Abroad
FHEQ level of award	6
UCAS codes	P300 Mass Communications P903 Journalism and Media P900 Journalism and Creative Writing P700 Media P902 Media and Creative Writing P905 Journalism
Language of Delivery	English

A. Programme Rationale

The programme is designed to recruit students who want to explore the way Media Communications are becoming increasingly central to our everyday lives, and how their intersections with the social, political and commercial spheres are of growing significance to our globalising world. The programme seeks to prepare students for the media and publishing industries – now one of the most dynamic sectors in the global employment market. The Mass Communications degree draws on major schools and thinkers within the Humanities and Social Sciences, and equips students with critical theoretical and practical tools. Through the Mass Communications Programme, students will engage with some of the key debates relating to global and local media, and will consider the relationship between media organisations and contemporary societies.

Graduates are equipped for a variety of careers including those traditionally open to honours graduates in Communications and related disciplines, e.g. teaching, local government, journalism, marketing and corporate communications, as well as publishing and media-related industries. The programme also prepares students for further study at postgraduate level.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#). The framework aims to provide a modular structure for the following subjects, each with its own programme specification:

- Media (comprising Media Cultures and New Media Publishing),
- Film,
- Journalism,
- English Language & Communication
- Creative Writing.

Additionally this programme aims to:

- a structured but flexible programme for the study of Mass Communications disciplines, offering students a choice of subjects and modes of study;
- opportunities for students to acquire general transferable skills which are of relevance to a wide range of careers;
- a supportive, academic and pastoral framework for students on the programme;
- the opportunity to study in a University in Europe, North or South America, Australia, or Asia.

C. Intended Learning Outcomes

The Programme learning outcomes for individual graduates are described in associated field specifications. The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Communication, Media, Film and Cultural Studies; Linguistics and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

The programme provides opportunities for students to develop knowledge, understanding, skills and other attributes which are detailed in the Programme Specifications for the subjects that contribute to The Mass Communications Programme, as listed above.

The Year Abroad will expand a student's knowledge and understanding of a different culture, develop skills in the language of the host institution, where applicable, and develop subject skills and skills associated with living independently in a different culture.

The sandwich year will provide students with the opportunity to set your academic studies in a broader, practical context and to gain experience in specific areas relevant to your fields of study. You will also strengthen your time management, organisational and communication skills as well as develop employability skills.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full- time (normally 3 years), sandwich (normally 4 years) and part- time (normally 5 years) modes, and leads to the award BA Degree with Honours with the appropriate title from those listed in Section 1.

Entry is normally at Level 4 (with suitable A level or equivalent qualifications) but is possible at Level 5 and Level 6 with suitable accredited prior learning. Intake is normally in Semester A.

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning, including Sandwich Programmes

An award in the sandwich mode requires the successful completion of at least **360 hours** placement activity

from a maximum of two separate placements in addition to the period of academic study required for the full-time award. This optional placement year is undertaken after Level 5 and before Level 6 and meets the SEEC criteria for Level 6.

Erasmus Exchange programme

N/A

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Unit/Programme Learning Outcomes are developed and assessed through the constituent modules, as identified within the Unit/Programme Specifications listed in Section B, above.

Table 1a Outline Programme Structure

Mode of study Full-time

Students on a full-time mode of study must normally take the equivalent of eight 15 credit modules per year with the equivalent of four 15 credit modules undertaken per semester.

Mode of study Part-time

Part-time study is available through individual consultation with the Programme Tutor.

Entry point Semester A

Level 4

Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules Module Title						
Introduction to Media Practices 60 credits of study per semester	4HUM1060 15 15 credits per module	English English	0	100 variable	0	A+B

Introduction to Media Practices is a compulsory additional induction module for all students at Level 4, bearing 15 credit points, which can contribute to the 120 credits that students need to achieve at this level of study.

Level 4 – Definitions of Pathways		
Pathway	Potential Choices	Pattern of Study
Mass Communications	Choose Media, and three of Creative Writing, English Language, Film and Journalism	30 credits in each subject
Journalism and Media	Choose Media, Journalism and one of Creative Writing, English Language and Film	60 credits in Media 30 credits in Journalism 30 credits in third subject
Journalism and Creative Writing	Choose Media, Journalism and Creative Writing	30 credits in Journalism 30 credits in Media 60 credits in Creative Writing
Media	Choose Media, Journalism and one of Creative Writing, English Language and Film	60 credits in Media 30 credits in Journalism 30 credits in third subject
Media and Creative Writing	Choose Media and Creative Writing	60 credits in Media 60 credits in Creative Writing
Journalism	Choose modules as per Single Honours Journalism Programme Specification	120 credits in Journalism

Progression to level 5 requires a minimum of 60 credits at level 4. Students must normally have 30 credits in a subject at Level 4 in order to study that subject at Level 5.

Level 5

Within the constraints of the choice of subjects chosen and individual subject structures (prerequisite and module credit values) at level 4, students may exercise a change of pathway at the beginning of Semester A at Level 5

Compulsory Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Percentage Practical	Semesters
Graduate Skills	5HUM1064	0	English	0	100	0	A
60 credits of study per semester		15 credits per module	English	variable			

Level 5 – Definitions of Pathways – Mass Communications		
Pathway	Potential Choices	Pattern of Study
Mass Communications	Continue with Media Cultures and the 3 other subjects studied at level 4	30 credits in each subject

Level 5 – Definitions of Pathways – Journalism and Media		
Pathway	Potential Choices	Pattern of Study
Journalism and Media	Continue with Media and Journalism	60 credits in each subject

Level 5 – Definitions of Pathways – Journalism and Creative Writing		
Pathway	Potential Choices	Pattern of Study
Journalism and Creative Writing	Continue with Journalism, and Creative Writing	60 credits in each subject

Level 5 – Definitions of Pathways – Media		
Pathway		Pattern of Study
Media	Continue with Media as per Media Programme Specification	120 credits

Level 5 – Definitions of Pathways – Media and Creative Writing		
Pathway		Pattern of Study
Media and Creative Writing	Continue with Media and Creative Writing	60 credits in each subject

Level 5 – Definitions of Pathways – Journalism		
Pathway		Pattern of Study
Journalism	Continue as per the Journalism Programme Specification	120 credits

Progression to level 6 requires a minimum of 60 credits and normally passes in 30 credits in the subjects undertaken

Sandwich Year and Year Abroad

Students may optionally undertake a placement year or a year abroad studying at a foreign University after successfully completing their level 5 studies at honours level. The placement year and year abroad offer an additional optional year (0 credited) which increases the length of the Honours degree award to a four year full-time degree. Successful completion of the placement year or year abroad is reflected in the degree title.

Sandwich Year

The placement year comprises an agreed period of 36 weeks (including employers and statutory holidays) of work based learning a maximum of two institutions or companies which has agreed to those terms and conditions regarded as essential by the University of Hertfordshire. Students will be supervised according to university regulations. The learning experience will be assessed with assessments set by the Employability Tutor to enable students to demonstrate both their knowledge of the industry, their skills development and their professional attributes.

Placements are advertised through the Career and Placements Office and have included areas such as marketing, journalism, PR, management and Policy Units. Students may also source their own placement, but it must be subsequently approved by the School in terms of health and safety, equality legislation and supervisory guidelines before a student can take it up.

All students are eligible to proceed to a placement year provided they have achieved 120 credits at Level 4 and 90 credits at Level 5 and have completed the appropriate placement induction and documentation. Success in the placement will be recognised in the title of the award but does not carry additional credit towards the Honours programme.

Year Abroad

The year abroad comprises an agreed programme of study in the third year of a partner institution in Europe (other than the UK), North or South America, Australia or Singapore with which the University of Hertfordshire has an institutional agreement.

A student's programme of study will be negotiated and approved by the Dean of School (or nominee) in consultation with appropriate others and the host University. The programme provided by the host institution may comprise taught modules, a research project, field studies, or a mixture of these components. The programme of study will require a minimum of 25% of studies to be undertaken in aspects of culture of the placement country. Prior to the commencement of the year abroad, the student and Study Abroad Tutors from UH and the host institution will agree a learning contract. The learning contract will specify the assessment requirements to be met for successful completion of the programme of study. A Module Board of Examiners will consider the results for the year abroad during the first semester of the following academic year. All assessments must be completed by the end of the year abroad, and no subsequent referrals will be permitted. Students who have varied their programme of study without agreement from UH or have failed to

meet the requirements of the learning contract will not have their year abroad studies included in the degree title.

A student must confirm the intention to study abroad during the first ten weeks of study at Level 5. This will enable a place to be negotiated at a host institution and the study programme and learning contract to be arranged and agreed. Only a limited number of places exist. These will be awarded on the basis of the suitability of students and guided by choice on the most appropriate programme and host institution.

To be eligible to proceed to a year abroad, a student must, after the Semester B Module Boards of Examiners, have achieved at least 210 credits overall, including at least 90 credits at Level 5. Success in the year abroad will be recognised in the title of the award but does not carry additional credit towards the Honours programme.

Combined Placement and Study Abroad Year

Students who are eligible for the Year Abroad or Placement Year will also be eligible for the combined Placement and Study Abroad Year. This will involve a semester spent in a partner university abroad that is willing to provide a study abroad semester, combined with an appropriate placement of a minimum of 12 weeks which can be taken either abroad or in the UK.

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Percentage Practical	Semesters
Mass Communications Placement Year	6HUM1097	0	English	0	100	0	AB
Study Abroad	6HUM1049	0	English	0	0	0	AB
Placement with Study Abroad	6HUM1210	0	English	0	100	0	AB

Level 6

Within the constraints of the choice of subjects chosen and individual subject structures (prerequisite and module credit values) at level 5, students may exercise a change of pathway at the beginning of Semester A at Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Percentage Practical	Semesters
Graduate Skills: Career Planning	6HUM1096	0	English	0	100	0	A
60 credits of study per semester		15 or 30 credits per module	English			variable	

Level 6 – Definitions of Pathways – Mass Communications		
Pathway	Potential Choices	Pattern of Study
Mass Communications	<p>Students may choose any modules for which they have achieved the prerequisites at level 5, excluding:</p> <ul style="list-style-type: none"> a 60 + 60 credits combination of any two of Creative Writing, Journalism and Media. a combination of 75 credits of Media with 45 credits of Creative Writing or Journalism. <p>In addition, Students may only choose a maximum of 30 credits of English Language & Communication.</p>	120 credits in total

Level 6 – Definitions of Pathways – Journalism and Media		
Pathway		Pattern of Study
Journalism and Media	Continue with Media and Journalism	60 credits in each subject

Level 6 – Definitions of Pathways – Journalism and Creative Writing		
Pathway		Pattern of Study
Journalism and Creative Writing	Continue with Journalism and Creative Writing	60 credits in each subject

Level 6 – Definitions of Pathways – Media		
Pathway		Pattern of Study
Media	Continue with Media as per Media Programme Specification	120 credits

Level 6 – Definitions of Pathways – Media and Creative Writing		
Pathway		Pattern of Study
Media and Creative Writing	Continue with Media and Creative Writing	60 credits in each subject

Level 6 – Definitions of Pathways – Journalism		
Pathway		Pattern of Study
Journalism	Continue as per the Journalism Programme Specification	120 credits

The award of an Honours degree requires 360 credit points passed with a minimum of a least 120 at Level 6.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Mass Communications;	360 credit points including 240 at level 6/5 of which	6	A subset of the learning outcomes of the contributing subjects, depending on the student's individual module choices (see

	Journalism and Media; Journalism and Creative Writing; Media and Creative Writing; Media; Journalism.	120 must be at level 6		Table 2 in the relevant Subject Programme Specifications). For the Multiplatform Journalism title, all Learning outcomes for the Multiplatform Journalism specification must be achieved
BA (Hons) with a Year Abroad/ Study Abroad/ Sandwich	<as above> < > (Sandwich) < > with a Year Abroad < > with Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A subset of the learning outcomes of the contributing subjects, depending on the student's individual module choices (see Table 2 in the relevant Subject Programme Specifications).). For the Journalism title, all Learning outcomes in the Journalism specification must be achieved

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA	Mass Communications; Journalism and Media; Journalism and Creative Writing; Media and Creative Writing; Media; Journalism.	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A subset of the learning outcomes of the contributing subjects, depending on the student's individual module choices (see Table 2 in the relevant Subject Programme Specifications). For the Journalism title, a subset of the programme learning outcomes (see table 2) depending on the student's individual module choices.

Programme-specific assessment regulations

The programme complies with the University's academic regulations in particular [UPR AS14](#) with the exception of those listed below, which have been approved by the University:
None

Further points of clarification and interpretation relevant to this specific programme are given below:

- Progression from one Level to the next depends on meeting the prerequisite requirements: students must normally have 30 credits in a subject area at the lower Level before progressing to study of that subject at the higher Level.
- In addition, subject specific prerequisite requirements may apply as set out in the Subject Programme Specifications.
- Attendance at all scheduled learning and teaching sessions is required on this programme. To pass a module, a student must have attended 75% of the learning and teaching sessions at which attendance is required.

- If attendance falls below 75% but not lower than 50% and the student passes the assessment, the module grade will be capped at the pass mark (40%). If attendance falls below 75% and the student fails the assessment or attendance falls below 50%, the student will normally be deemed to have failed the module at the first attempt and will not be permitted to undertake referred assessment in the module.

Students who have a disability which might impact on their attendance should consult with their disability advisor.

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- A Dean of School who has overall responsibility for all programmes in the School
- An Associate Dean of School (Academic Quality Assurance) who has overall responsibility for academic quality assurance and enhancement with and on behalf of the Dean of School
- An Associate Dean of School (Learning and Teaching) who has overall responsibility for learning and teaching with and on behalf of the Dean of School.
- An Associate Dean of School (Student Experience) who has overall responsibility for induction and student experience with and on behalf of the Dean of School.
- A Programme Leader who is responsible for the day-to-day management of the programme and who can also advise students on the Modular Framework as a whole
- An Admission Tutor, with specific responsibility for selection
- Heads of Subject who are responsible for all the modules in their subject area
- A designated Humanities Administrator to deal with day-to-day administration associated with the courses and modules within the programme
- The programme committee which has a membership which includes all of the above plus an Information Manager and student representatives
- Module Leaders who are responsible for individual modules

Support

At university level, students are supported by:

- Attractive modern study environments in two Learning Resource Centres, incorporating libraries and computer centres
- StudyNet, a versatile on-line interactive intranet and learning environment
- Guided student centred learning through the use of StudyNet.
- Access to extensive digital and print collections of information resources
- A Student Centre which provides advice on issues such as Finance, University regulations, visa applications, legal matters, accommodation, international student support etc.
- The Office of Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Overseas Orientation
- A Medical Centre
- Student Wellbeing: Disability Services
- Student Wellbeing: Counselling Centre
- An Equal Opportunities Officer
- The Students' Union
- A Careers and Placement Service for all current students and graduates

At School level, students are further supported by:

- Heads of English Language & Communication, English Literature and Creative Writing, and Media,
- A Tutor for Employability
- Scheduled weekly Student Drop-In hours for all academic staff for student support and guidance
- Designated Programme Administrators to deal with day-to-day administration associated with the modules within the Programme
- Module Leaders who are responsible for individual modules
- Personal tutors to provide further academic and pastoral support, with scheduled meetings each semester to advise on academic performance, feedback, module choices, and long term plans
- A School Community Organiser (SCO)
- A Study Abroad Tutor
- An Academic Skills Tutor
- A Student Experience Tutor
- An International Student Support Tutor

On the Mass Communications Programme students are further supported by:

- A Programme Leader to help students understand the programme structure and provide confidential academic and pastoral advice through a Programme Helpdesk run during term-time
- An induction session at the beginning of each new academic session
- Student Representatives on the Programme Committee

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>.

G. Entry requirements

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

Entry to Level 4 for international students on the HIC diploma, see HIC entry requirements.

Entry to Level 5 for International Students on the HIC diploma:

- Successful completion of the HIC Diploma in Mass Communications

For direct entry to Levels 5 and 6 from overseas partners, please refer to the relevant articulation agreement.

All International students are required to demonstrate an English Language capability of IELTS 6.5 (with no less than 5.5 in any band), or TOEFL 580 (287 CBT), or equivalent as determined by the School of Humanities.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:
Andy Penn, School Administration Manager, A.Penn@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

Section 2

Programme management

Relevant QAA subject benchmarking statements

Communication, Media, Film and Cultural Studies; Linguistics

Type of programme

Undergraduate

Date of validation/last periodic review

March 18

Date of production/ last revision of PS

March 19

Relevant to level/cohort

All students entering September 2019

Administrative School

School of Humanities

Table 3 Course structure

Course details		
Course code	Course description	JACS/ HECoS
HEMCS	BA (Hons) Mass Communications	P900/ 100444
HEMCS	BA (Hons) Journalism and Media	P900/ 100444
HEMCS	BA (Hons) Media	P900/ 100444
HEMCS	BA (Hons) Media and Creative Writing	P900/ 100444
HEMCS	BA (Hons) Journalism and Creative Writing	P900/ 100444
HEMCS	BA (Hons) Journalism	P900/ 100444