

School of Humanities

Title of Programme: Mass Communications Programme, English Language Programme,
English Literature Programme, Philosophy Programme, Politics and
International Relations Programme

Programme Code: HEMCS/HUELN/HULIT/HUPHL/LAPIR

Subject: Media

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
E	Lists of Management and Support available updated
G	Entry requirements amended to

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

Programme Specification UG Media

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 Campus
Programme accredited by N/A
Final Award BA Hons
All Final Award titles
English Language Programme: English Language and Media
English Language with Media

English Literature Programme: English Literature and Media
English Literature with Media

Mass Communications Programme: Journalism and Media
Mass Communications
Media
Media and Creative Writing

Philosophy Programme: Philosophy and Media
Philosophy with Media

The above Single Honours and Joint titles may also be the following:
< > (Sandwich)
< > with a Year Abroad
< > with Study Abroad

The above Major-Minor titles may also be the following:
< > (Sandwich)
< > and a Year Abroad
< > and Study Abroad

FHEQ level of award 6
UCAS code(s) Q1P7 English Language and Media
Q3P7 English Literature and Media
P903 Journalism and Media
P300 Mass Communications
P700 Media
P902 Media and Creative Writing
V5P7 Philosophy and Media

A. Programme Rationale

The rationale for this Programme is to provide students with a structured sequence of modules through which they can develop their knowledge and understanding of topics in Media.

The Programme is designed to recruit students who have a desire to develop their knowledge and understanding of aspects of topics in Media and who have some or no previous experience of Media.

Graduates are equipped for a variety of careers including those traditionally open to honours graduates in Communications and related disciplines, e.g. teaching, the civil service, local government, journalism, marketing and communications, 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](#).

Additionally this programme aims to:

- Offer students opportunities to study Media within the broad frameworks of the English Language, English Literature, Mass Communications and Philosophy Programmes.
- Equip students with a range of subject specific skills.
- Equip students with a range of transferable skills.

The aims of a minor in Media are to:

- To provide students with a substantial knowledge and understanding of topics within the fields of theoretical, descriptive and/or applied Media.
- To enable students to demonstrate their grasp of key concepts and terminologies in the areas they have studied.
- To develop in students the skill and understanding necessary for the rigorous exploration, analysis and presentation of Media issues and problems.

The aims of a joint in Media are, in addition to those for the minor in Media, to:

- To provide students with a substantial knowledge and understanding of topics within the fields of theoretical, descriptive and/or applied Media.
- To enable students to be creative and innovative in their application of those aspects of technology appropriate to the mode of communication they are studying.
- To enable students to produce work demonstrating problem solving, analysis and the design of print-based or web-based products with accompanying documentation.

The aims of Single Honours in Media are, in addition to those for the joint in Media, to:

- Provide students with a knowledge and understanding of writing and publishing topics within the fields of theoretical, descriptive and/or applied Media.
- To enable students to be a cognoscente of the ethical and legal frameworks within which stories are published.

C. Intended Learning Outcomes

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 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.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>Demonstrate sound knowledge and understanding of:</p> <p>A1 Major theories of communication</p> <p>A2- The general concepts, principles and practices within multimedia and web-based publishing;</p> <p>A3 The role of communication systems, modes of representation and systems of meaning in the structuring of society</p> <p>A4- The principles of storytelling with video or animation, use of technology to be creative; role of narrative; copyright and libel;</p> <p>A5 The structure of the media in specific national contexts and its relation to the history and structure of political and economic institutions within that context;</p> <p>A6 Audio and/or visual conventions through which sounds, images and words make meaning</p> <p>A7 New and emergent media forms and their relation to both their social context and to earlier forms</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, seminars, workshops, tutorials together with guided learning.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/ learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through a range of coursework, including essays, comparative analyses, reports, reflective essays group projects and in-class presentations</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1 Engage critically with major thinkers, debates and intellectual paradigms within media studies.</p> <p>B2 Evaluate a media product on the basis of the broad principles of the</p>	<p>Intellectual skills are developed through lectures, seminars, class exercises, in-class analysis of model examples, video tutorials, and the development of coursework projects</p> <p>Throughout, the learner is encouraged to develop</p>	<p>Assessment of intellectual skills is through formal essays, coursework involving critical evaluation and development of a media product including documentation.</p>

<p>appropriate media layout or narrative structure.</p> <p>B3 Understand forms of media as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change.</p> <p>B4 Critically evaluate a paper-based document or e-publication in terms of its readership, information design, typography and aesthetic layout.</p> <p>B5 Produce work involving problem identification, analysis and design within an appropriate legal and ethical framework.</p>	<p>intellectual skills further by independent</p>	
Practical skills	Teaching and learning methods	Assessment strategy
<p>C1 Construct coherent arguments.</p> <p>C2 Communicate effectively in writing or still image or video or animation or a combination of these.</p> <p>C3 Demonstrate a working knowledge of selected publishing software packages.</p>	<p>Practical skills are developed through workshops and coursework assessments.</p> <p>Throughout the learner is expected to consolidate their development of practical computer skills by use of computers available in the LRC.</p> <p>Students receive feedback on their ability to communicate their ideas effectively and to reference appropriately.</p>	<p>Practical skills are assessed by a range of assignments and projects built into the curriculum, e.g. group projects essays and practical assignments (such as the creation of media products) and group projects</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1 Communicate effectively in writing, image and/or presentation.</p> <p>D2 Integrate practical, critical or theoretical resources into their own argument or product.</p> <p>D3 Work independently or in a group showing abilities at different times to listen and contribute.</p>	<p>Transferable skills are developed through coursework and individual and group projects</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum - coursework and presentations and practical projects</p>

D4 Take responsibility for their own learning.		
D5 Manage time and resources effectively by drawing on planning, organizational and project management skills.		

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

The programme is offered in full-time (3 years), sandwich (4 years) and part-time (5 years) modes, and leads to the award of a BA (Hons).

Entry is normally at Level 4 (with A-level or equivalent qualifications), but is possible at Level 5 and level 6 with suitable qualifications (relevant HND, etc.). Intake is normally in semester A (September).

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 Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

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.

In addition, at level 5 students must normally study the module 5HUM1064 Graduate and Employability Skills. Failure in this module would not prevent progression, providing the normal progression rules had been met, but would result in a code of FREN (Fail, Re-enrol). Should a student fail the module at the second attempt, a fail would show on his/her transcript.

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graduate and Employability Skills	5HUM1064	0	English	0	100	0	AB

At level 6, students must normally study the module 6HUM1096 Graduate Skills: Career Planning. Failure in this module would not prevent graduation, providing the student has achieved the required credits, but would

result in a code of FREN (Fail, Re-enrol), which would show on his/her transcript.

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% e Practical	Semesters
Graduate Skills: Career Planning	6HUM1096	0	English	0	100	0	AB

Mode of study Part-time

Students on a part-time mode of study are allowed to take up to five 15 credit modules per year and most normally choose to study between 2 and 5 modules per year, with modules being taken in each semester. Varying rates of study are possible: students can increase or decrease their rate of study year by year or semester by semester in response to their changing circumstances. Students are entitled to take a break from study for a semester or even a year if their circumstances require it.

Students can apply to transfer to a full-time rate of study; this should be arranged before the beginning of the academic year.

Entry point Semester A

BA (Hons) Media

Level 4

At Level 4 students take the following modules:

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Introduction to Media Practices*	4HUM1060	15	English	0	100	0	AB
Introduction to Media Communications	4HUM1072	15	English	0	70	30	A
Global Media and Society	4HUM1093	15	English	0	100	0	B
Visual Communication	4HUM1088	15	English	0	100	0	A
Interactive Media	4HUM1089	15	English	0	100	0	B
Introduction to Journalism	4HUM1075	15	English	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	English	50	50	0	B

* *Introduction to Media Practices* is an Induction module for the Mass Communications Programme, which students take in addition to study of 120 credits at level 4.

In addition, students study 30 credits of the following options:

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Introduction to Film Criticism	4HUM1078	15	English	0	100	0	A
Genre, Style and Stars	4HUM1122	15	English	0	70	30	B
Becoming a Writer	4HUM0182	15	English	0	100	0	A
Writing for the Screen	4HUM1115	15	English	0	100	0	B
Introduction to English Linguistics 1	4HUM1150	15	English	0	100	0	A
Language in the Media	4HUM1136	15	English	0	100	0	B

Progression to level 5 normally requires a minimum of 60 credits at Level 4.

Level 5

Students study 120 credits of the following Media modules:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Research Methods in Media Communications	5HUM1098	15	English	0	100	0	A
Radio Journalism	5HUM1062	15	English	0	100	0	A
Magazine Design	5HUM1096	15	English	0	100	0	A
App Design	5HUM1113	15	English	0	70	30	A
Video Feature	5HUM1099	15	English	0	100	0	B
The Publishing Industry	5HUM1112	15	English	0	100	0	B
Social Media	5HUM1063	15	English	0	100	0	B
New Media Branding	5HUM1115	15	English	0	100	0	B

Progression to level 6 normally requires a minimum of 60 credits at Level 5.

Level 6

Students study 120 credits of the following Media modules:

Compulsory Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Web Design for Publishing	6HUM1137	30	English	0	90	10	AB

Publishing Project	6HUM1136	30	English	0	100	0	AB
	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Module Title							
Representation and Identity in Contemporary Media Advertising	6HUM1161	15	English	0	70	30	A
Corporate Communications Campaigns and Careers	6HUM1132	15	English	0	100	0	A
Digital Media	6HUM1134	15	English	0	100	0	A
Media and the Sacred: Religion and Popular Culture	6HUM1133	15	English	0	70	30	B
	6HUM1135	15	English	0	100	0	B
	6HUM1125	15	English	0	70	30	B

The award of an Honours Degree normally requires 360 credit points passed with a minimum of 120 credit points at level 6.

BA (Hons) English Language and Media

BA (Hons) English Literature and Media

BA (Hons) Journalism and Media

BA (Hons) Media and Creative Writing

BA (Hons) Philosophy and Media

Level 4

Students study the following Media modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Introduction to Media Communications	4HUM1072	15	English	0	70	30	A
Visual Communication	4HUM1088	15	English	0	100	0	A
Global Media and Society	4HUM1093	15	English	0	100	0	B
Interactive Media	4HUM1089	15	English	0	100	0	B

In addition, students on the 'Journalism and Media' pathway study 30 credits of Journalism and an additional 30 credits as set out in the Programme Specification of the Mass Communications Programme. Students on the remaining pathways study 60 credits of the Joint Subject.

Progression to level 5 requires a minimum of 60 credits at level 4, including 30 credits in each Subject.

Level 5

Students study 60 credits of Media modules:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Research Methods in Media Communications	5HUM1098	15	English	0	100	0	A
The Publishing Industry	5HUM1112	15	English	0	100	0	B

Optional Modules* Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Magazine Design	5HUM1096	15	English	0	100	0	A
App Design	5HUM1113	15	English	0	70	30	A
Video Feature	5HUM1099	15	English	0	100	0	B
New Media Branding	5HUM1115	15	English	0	100	0	B

In addition, students study 60 credits of the Joint Subject.

Progression to level 6 requires a minimum of 60 credits at level 5, including 30 credits in each Subject.

Level 6

Students study 60 credits of Media modules:

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Web Design for Publishing	6HUM1137	30	English	0	90	10	AB
Media Project**	6HUM1145	30	English	0	100	0	AB
Corporate Communications	6HUM1134	15	English	0	100	0	A
Representation and Identity in Contemporary Media	6HUM1161	15	English	0	70	30	A
Advertising	6HUM1132	15	English	0	100	0	A
Digital Media	6HUM1135	15	English	0	100	0	B
Campaigns and Careers	6HUM1133	15	English	0	70	30	B

Media and the Sacred: Religion and Popular Culture	6HUM1125	15	English	0	70	30	B
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** Students taking the *Media Project* normally require a minimum average of 60% at levels 4 and 5 or take it alongside *Web Design for Publishing*.

In addition, students study 60 credits of the Joint Subject.

The award of a BA Honours degree requires 360 credits passed with a minimum of at least 120 credits at Level 6.

BA (Hons) English Language with Media

BA (Hons) English Literature with Media

BA (Hons) Philosophy with Media

Level 4

Students study 30 credits of Media modules:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Introduction to Media Communications	4HUM1072	15	English	0	70	30	A
Global Media and Society	4HUM1093	15	English	0	100	0	B

In addition, students study 90 credits of the Major Subject.

Progression to Level 5 requires a minimum of 60 credits at Level 4, including 30 credits in each Subject.

Level 5

Students study 30 credits of Media modules:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Research Methods in Media Communications	5HUM1098	15	English	0	100	0	A
The Publishing Industry	5HUM1112	15	English	0	100	0	B

In addition, students study 90 credits of the Major Subject.

Progression to Level 6 requires a minimum of 60 credits at Level 5, including 30 credits in each Subject.

Level 6

Students study 30 credits of Media modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Module Title							
Corporate Communications	6HUM1134	15	English	0	100	0	A
Representation and Identity in Contemporary Media	6HUM1161	15	English	0	70	30	A
Advertising	6HUM1132	15	English	0	100	0	A
Campaigns and Careers	6HUM1133	15	English	0	70	30	B
Media and the Sacred: Religion and Popular Culture	6HUM1125	15	English	0	70	30	B
Digital Media	6HUM1135	15	English	0	100	0	B

In addition, students study 90 credits of the Major Subject.

The award of a BA Honours degree requires 360 credits passed with a minimum of at least 120 credits at Level 6.

BA (Hons) Mass Communications

Level 4

Students study 135 credits, including the following Media modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Introduction to Media Communications	4HUM1072	15	English	0	70	30	A
Global Media and Society	4HUM1093	15	English	0	100	0	B

In addition, students may study 30 credits of the New Media Publishing strand:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Module Title							

Visual Communication	4HUM1088	15	English	0	100	0	A
Interactive Media	4HUM1089	15	English	0	100	0	B

In addition, students study 60 or 90 credits of other subjects, as specified in the Mass Communications Programme Specification. .

Progression to Level 5 requires a minimum of 60 credits at level 4.

Level 5

Students study 120 credits, including the following Media modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Research Methods in Media Communications	5HUM1098	15	English	0	100	0	A
The Publishing Industry	5HUM1112	15	English	0	100	0	B

In addition, students may study 30 credits of the New Media Publishing strand:

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Optional Modules*							
Module Titles							
Magazine Design	5HUM1096	15	English	0	100	0	A
App Design	5HUM1113	15	English	0	70	30	A
Video Feature	5HUM1099	15	English	0	100	0	B
New Media Branding	5HUM1115	15	English	0	100	0	B

* These modules require successful completion of New Media Publishing modules at Level 4.

In addition, students study 60 or 90 credits of other subjects, as specified in the Mass Communications Programme Specification. .

Progression to Level 6 requires a minimum of 60 credits at Level 5.

Level 6

Students study 120 credits, which may include the following Media modules:

Optional Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Corporate Communications	6HUM1134	15	English	0	100	0	A
Representation and Identity in Contemporary Media	6HUM1161	15	English	0	70	30	A
Advertising	6HUM1132	15	English	0	100	0	A
Digital Media	6HUM1135	15	English	0	100	0	B
Campaigns and Careers	6HUM1133	15	English	0	70	30	B
Media and the Sacred: Religion and Popular Culture	6HUM1125	15	English	0	70	30	B
Web Design for Publishing ⁱ	6HUM1137	30	English	0	90	10	AB
Media Project ^{i **}	6HUM1145	30	English	0	100	0	AB

i) These modules require successful completion of New Media Publishing modules at Level 5.

** Students taking the *Media Project* normally require a minimum average of 60% at levels 4 and 5.

In addition, students study credits of other subjects, as specified in the Mass Communications Programme Specification.

The award of a BA Honours degree requires 360 credits passed with a minimum of at least 120 credits at Level 6.

Sandwich Year and Year Abroad

Students on all pathways 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.

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Percentage Practical	Semesters
The Humanities Placement Year	6HUM1123	0	English	0	100	0	AB
Mass Communications Placement Year	6HUM1097	0	English	0	100	0	AB
Year Abroad	6HUM1049	0	English	0	0	0	AB

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 at least 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, by the time of 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.

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)	See section 1	360 credit points including 240 at	6	For an award with Media as Single Honours or as a Joint, all programme learning

level 6/5 of which 120 must be at level 6

outcomes (see Table 2); for an award with Media as a minor, a subset of the programme learning outcomes depending on the student's individual module choices.

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	See section 1	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	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 AS11](#), [UPR AS12](#) and [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 pre-requisite 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;
- At Level 6 students may take a maximum of 30 credits of a project or dissertation, provided they fulfil the prerequisites.
- Attendance at all scheduled learning and teaching sessions is required on this programme. If attendance falls below 75% on a module 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% on a module 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
- 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
- A programme committee which has a membership which includes all of the above plus an Information Manager and student representatives
- 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 (Commercial) who has specific responsibility for induction
- 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, Counseling 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:

- A Head of Media
- A student support team to provide confidential academic and pastoral advice through a daily Helpdesk run during term-time
- 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
- A School Community Organiser (SCO)
- A Study Abroad Tutor
- An Academic Skills Tutor
- A Student Experience Tutor
- A Tutor for Employability
- 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
- 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
- An induction session at the beginning of each new academic session
- Student Representatives on the Programme Committee

F. Other sources of information

This Subject Programme Specification should be read in conjunction with the Programme Specification for the English Language Programme, the English Literature Programme, the Mass Communications Programme or the Philosophy Programme, as applicable.

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 Subject Guide;
- 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

The normal entry requirements for the programme are:

72-168 UCAS points

IB - 72-168 points from a minimum of 2 HL subjects at H4 or above.

GCSE Maths at Grade 3 or above and English Language at Grade 4 or above.

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

Level 5 for International Students on the HIC diploma:

Successful completion of the HIC Diploma in Mass Communications with a minimum of 120 credits at level 4

Direct entry to Level 4 for international students:

All students from non-majority English speaking countries require proof of English language proficiency, equivalent to an overall IELTS score of 6.5 with a minimum of 5.5 in each band.

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

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

Media

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																				
		Knowledge & Understanding							Intellectual Skills					Practical Skills			Transferable Skills					
		Module Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5
Level 4	Introduction to Media Communications	4HUM1072	x		x		x		x	x		x			x	x	x	x	x	x	x	x
	Global Media and Society	4HUM1093	x		x		x		x	x		x			x	x	x	x	x	x	x	x
	Visual Communication	4HUM1088	x	x		x		x			x		x	x	x	x	x	x	x	x	x	x
	Interactive Media	4HUM1089	x	x		x		x			x		x	x	x	x	x	x	x	x	x	x
	Introduction to Journalism	4HUM1075	x	x	x	x	x	x			x		x		x	x	x	x	x	x	x	x
	Journalism, Law and Ethics	4HUM1076	x	x	x	x	x	x	x		x		x		x	x	x	x	x	x	x	x
Level 5	Introduction to English Linguistics 1	4HUM1150																X	X	X	X	
	Language in the Media	4HUM1136																X	X	X	X	X
	Writing for the Screen	4HUM1115													X	X		X	X	X	X	X
	Becoming a Writer	4HUM0182													X	X		X	X	X	X	X
	Introduction to Film Criticism	4HUM1078			x		x	x			x	x	x		x	x		x	x	x	x	x
	Genre, style and Stars	4HUM1122			x	x	x	x			x	x	x		x	x	x	x	x	x	x	x
Level 6	The Publishing Industry	5HUM1097	x		x		x		x	x		x			x	x	x	x	x	x	x	x
	Research methods in Media Communications	5HUM1098	x		x				x	x	x	x		x	x	x		x	x	x	x	x
	Radio Journalism	5HUM1062					x		x		x	x	x	x	x	x		x	x	x	x	x
	App Design	5HUM1113	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	New Media Branding	5HUM1115	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Social Media	5HUM1063	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Video Feature	5HUM1099	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Magazine Design	5HUM1096	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Level 7	Web Design for Publishing	6HUM1137	x	x	x	x		x	x		x		x	x		x	x	x	x	x	x	x
	Publishing Project	6HUM1136	x	x	x	x		x	x		x		x	x		x	x	x	x	x	x	X

Digital Media	6HUM1135	x		x	x			x	x		x		x	x	x	x	x	x	x	x
Advertising	6HUM1132	x		x		x	x	x	x	x	x	x	x	x		x	x	x	x	x
Corporate Communications	6HUM1134	x		x		x		x	x		x	x	x	x	x	x	x	x	x	x
Campaigns and Careers	6HUM1133	x			x	x	x			x			x	x	x	x	x	x	x	x
Representation and Identity in Contemporary media	6HUM1161	x		x		x		x	x	x	x	x	x	x	x	x	x	x	x	x
Media and the Sacred: Religion and Popular culture	6HUM1125	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Key to Programme Learning Outcomes

Knowledge and Understanding

- A1 Major theories of communication
- A2- The general concepts, principles and practices within multimedia and web-based publishing;
- A3 The role of communication systems, modes of representation and systems of meaning in the structuring of society
- A4 The principles of storytelling with video or animation, use of technology to be creative; role of narrative; copyright and libel;
- A5 The structure of the media in specific national contexts and its relation to the history and structure of political and economic institutions within that context;
- A6 The audio and/or visual conventions through which sounds, images and words make meaning
- A7 New and emergent media forms and their relation to both their social context and to earlier forms

Intellectual Skills

- B1 engage critically with major thinkers, debates and intellectual paradigms within media studies.
- B2 Evaluate a media product on the basis of the broad principles of the appropriate media layout or narrative structure;
- B3 understand forms of media as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change..
- B4 Critically evaluate a paper-based document or e-publication in terms of its readership, information design, typography and aesthetic layout;.
- B5 produce work involving problem identification, analysis and design within an appropriate legal and ethical framework

Practical Skills

- C1 construct coherent arguments;
- C2 Communicate effectively in writing or still image or video or animation or a combination of these;
- C3 Demonstrate a working knowledge of selected publishing software packages;

Transferable Skills

- D1 Communicate effectively in writing, image and/or presentation;
- D2 Integrate critical or theoretical resources into their own argument or product
- D3 Work independently or in a group showing abilities at different times to listen and contribute
- D4 Take responsibility for their own learning
- D5 Manage time and resources effectively by drawing on planning, organizational and project management skills

Section 2

Programme management

Relevant QAA subject benchmarking statements

Type of programme

Date of validation/last periodic review

Date of production/ last revision of PS

Relevant to level/cohort

Administrative School

Communication, Media, Film and Cultural Studies 2016

Undergraduate

November 2018

November 2018

Level 4 entering September 2019

School of Humanities

Table 3 Course structure

Course details		
Course code	Course description	JACS
HEMCS	BA (Hons) Mass Communications BA (Hons) Media BA (Hons) Media and Creative Writing BA (Hons) Journalism and Media	P900/100444 P900/ 100444 P900/ 100444 P900/ 100444
HUELN HULIT HUPHL	BA (Hons) English Language and Media BA (Hons) English Literature and Media BA (Hons) Philosophy and Media	100318/101273 100302/101273 100337/101273
LAPIR	BA (Hons) Politics & International Relations and Media	L290/ 100491

Politics & International Relations and Media

Course	Instance Code	Course Stream Description	Course Year	Location Description	Mode of Study
LAPIR	PIRJRN1S	BA (Hons) Politics & International Relations and Journalism	1	UH Hatfield	Full Time/Sandwich
LAPIR	PIRJRN2S	BA (Hons) Politics & International Relations and Journalism	2	UH Hatfield	Full Time/Sandwich
LAPIR	PIRJRN3F	BA (Hons) Politics & International Relations and Journalism	3	UH Hatfield	Full Time
LAPIR	PIRJRN3PS	BA (Hons) (SW/YAB) Politics & International Relations and Journalism	3	UH Hatfield	Placement Sandwich
LAPIR	PIRJRN3AS	BA (Hons) (SW/YAB) Politics & International Relations and Journalism	3	UH Hatfield	Studying Abroad
LAPIR	PIRJRN4S	BA (Hons) (SW/YAB) Politics & International Relations and Journalism	4	UH Hatfield	Sandwich

Mass Communications

Course	Instance Code	Course Stream Description	Course Year	Location Description	Mode of Study
HEMCS	MCS1S	BA (Hons) Mass Communications	1	Hatfield	Full-time/sandwich
HEMCS	MCS2S	BA (Hons) Mass Communications	2	Hatfield	Full-time/sandwich

HEMCS	MCS3S	BA (Hons)(SW) Mass Communications	3	Hatfield	Sandwich Placement/Study Abroad
HEMCS	MCS4S	BA (Hons)(SW/YAB) Mass Communications	4	Hatfield	Sandwich
HEMCS	MCS3F	BA (Hons) Mass Communications	3	Hatfield	Full-time
HEMCS	JMAMD1S	BA (Hons) Journalism and Media	1	Hatfield	Full-time/sandwich
HEMCS	JMAMD2S	BA (Hons) Journalism and Media	2	Hatfield	Full-time/sandwich
HEMCS	JMAMD3S	BA (Hons)(SW/YAB) Journalism and Media	3	Hatfield	Sandwich Placement/Study Abroad
HEMCS	JMAMD4S	BA (Hons)(SW/YAB) Journalism and Media	4	Hatfield	Sandwich
HEMCS	JMAMD3F	BA (Hons) Journalism and Media	3	Hatfield	Full-time
HEMCS	MDIA1S	BA (Hons) Media	1	Hatfield	Full Time/Sandwich
HEMCS	MDIA2S	BA (Hons) Media	2	Hatfield	Full Time/Sandwich
HEMCS	MDIA3F	BA (Hons) Media	3	Hatfield	Full Time
HEMCS	MDIA3PS	BA (Hons) (SW/YAB) Media	3	Hatfield	Placement Sandwich
HEMCS	MDIA3AS	BA (Hons) (SW/YAB) Media	3	Hatfield	Studying Abroad
HEMCS	MDIA4S	BA (Hons) (SW/YAB) Media	4	Hatfield	Sandwich
HEMCS	CWAMD1S	BA (Hons) Media and Creative Writing	1	Hatfield	Full-time/sandwich
HEMCS	CWAMD2S	BA (Hons) Media and Creative Writing	2	Hatfield	Full-time/sandwich
HEMCS	CWAMD3S	BA (Hons)(SW/YAB) Creative Writing and Media	3	Hatfield	Sandwich Placement/Study Abroad
HEMCS	CWAMD4S	BA (Hons)(SW/YAB) Creative Writing and Media	4	Hatfield	Sandwich
HEMCS	CWAMD3F	BA (Hons) Media and Creative Writing	3	Hatfield	Full-time

English Language programme/ English Literature programme/ Philosophy programme (and combinations)

Course	Instance Code	Course Stream Description	Course Year	Location Description	Mode of Study
HUENL	ELGMDA1S	BA (Hons) English Language and Media	1	UH Hatfield Campus	F/T-SANDWICH
HUENL	ELGMDA2S	BA (Hons) English Language and Media	2	UH Hatfield Campus	F/T-SANDWICH
HUENL	ELGMDA3AS	BA (Hons) (SW/YAB) English Language and Media	3	UH Hatfield Campus	YAB
HUENL	ELGMDA3CPS	BA (Hons) (YAB) English Language and Media	3	UH Hatfield Campus	MIX PLCMNT/YAB
HUENL	ELGMDA3F	BA (Hons) English Language and Media	3	UH Hatfield Campus	FULL TIME
HUENL	ELGMDA3PS	BA (Hons) (SW/YAB) English Language and Media	3	UH Hatfield Campus	S/W PLCMNT
HUENL	ELGMDA4S	BA (Hons) (SW/YAB) English Language and Media	4	UH Hatfield Campus	SANDWICH
HULIT	LITMDA1S	BA (Hons) English Literature and Media	1	UH Hatfield Campus	F/T-SANDWICH

HULIT	LITMDA2S	BA (Hons) English Literature and Media	2	UH Hatfield Campus	F/T-SANDWICH
HULIT	LITMDA3AS	BA (Hons) (SW/YAB) English Literature and Media	3	UH Hatfield Campus	YAB
HULIT	LITMDA3CPS	BA (Hons) (YAB) English Literature and Media	3	UH Hatfield Campus	MIX PLCMNT/YAB
HULIT	LITMDA3F	BA (Hons) English Literature and Media	3	UH Hatfield Campus	FULL TIME
HULIT	LITMDA3PS	BA (Hons)(SW/YAB) English Literature and Media	3	UH Hatfield Campus	S/W PLCMNT
HULIT	LITMDA4S	BA (Hons) (SW/YAB) English Literature and Media	4	UH Hatfield Campus	SANDWICH
HUPHL	PHLMDA1S	BA (Hons) Philosophy and Media	1	UH Hatfield Campus	F/T-SANDWICH
HUPHL	PHLMDA2S	BA (Hons) Philosophy and Media	2	UH Hatfield Campus	F/T-SANDWICH
HUPHL	PHLMDA3AS	BA (Hons) (SW/YAB) Philosophy and Media	3	UH Hatfield Campus	YAB
HUPHL	PHLMDA3CPS	BA (Hons) (YAB) Philosophy and Media	3	UH Hatfield Campus	MIX PLCMNT/YAB
HUPHL	PHLMDA3F	BA (Hons) Philosophy and Media	3	UH Hatfield Campus	FULL TIME
HUPHL	PHLMDA3PS	BA (Hons) (SW/YAB) Philosophy and Media	3	UH Hatfield Campus	S/W PLCMNT
HUPHL	PHLMDA4S	BA (Hons) (SW/YAB) Philosophy and Media	4	UH Hatfield Campus	SANDWICH