

School of Humanities

Title of Programme: Media Programme

Programme Code: HUMED

## Programme Specification

This programme specification is relevant to students entering:  
20 September 2021

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.

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### Summary of amendments to the programme:

Section	Amendment
1	The four titles <i>Journalism</i> , <i>Journalism with a Year Abroad</i> , <i>Journalism with Study Abroad</i> and <i>Journalism (Sandwich)</i> were added, together with a statement to the effect that these titles are not available to new students entering level 4.
B	A statement was added explaining that the aims of the single honours degree in Journalism are given in the Subject Programme Specification for this pathway.
D	A statement was added regarding the programme structure for the Single Honours Journalism pathway. The four titles <i>Journalism</i> , <i>Journalism with a Year Abroad</i> , <i>Journalism with Study Abroad</i> and <i>Journalism (Sandwich)</i> were added to Table 1b.
D	A statement was added regarding default subjects for students to take at level 4 on the Mass Communications title.

D	Number of weeks of full-time equivalent placement activity required for a Sandwich award updated to at least <b>30</b> weeks (UPR AS11, 2.4.1)
F	Reference to the Single Honours Journalism Subject Programme Specification was added.
Table 2	<i>BA(Hons) Journalism</i> added to title of table

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

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

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	De Havilland
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BA Hons
<b>All Final Award titles (Qualification and Subject)</b>	<p>Mass Communications                      Mass Communications with a Year Abroad                      Mass Communications with Study Abroad                      Mass Communications (Sandwich)</p> <p>Media                      Media with a Year Abroad                      Media with Study Abroad                      Media (Sandwich)</p> <p>Media and Creative Writing                      Media and Creative Writing with a Year Abroad                      Media and Creative Writing with Study Abroad                      Media and Creative Writing (Sandwich)</p> <p>Journalism and Creative Writing                      Journalism and Creative Writing with a Year Abroad                      Journalism and Creative Writing with Study Abroad                      Journalism and Creative Writing (Sandwich)</p> <p>Journalism and Media                      Journalism and Media with a Year Abroad                      Journalism and Media with Study Abroad                      Journalism and Media (Sandwich)</p> <p>Journalism*                      Journalism with a Year Abroad*                      Journalism with Study Abroad*                      Journalism (Sandwich)*</p> <p>*The Single Honours Journalism titles are not available to new students at Level 4.</p>
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	P300 Mass Communications P903 Journalism and Media P900 Journalism and Creative Writing P700 Media

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## 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 degrees offered on the programme draw on major schools and thinkers within the Humanities and Social Sciences and equip 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 Public Relations, Corporate Communications, as well as publishing and media-related industries. The programme also prepares students for further study at postgraduate level.

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## 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:

- Provide students with knowledge and understanding of major topics and historical contexts nationally and internationally within Media;
- Provide students with knowledge and understanding of the social, ethical and economic debates and diversity within the field of the contemporary media industry in a national and international context;
- Equip students with a range of subject specific skills;
- develop students' communication competencies in multi-media platforms;
- Equip students with a range of transferable skills such as, but not limited to, time management, problem solving, communication skills, analysis and awareness of diverse media forms and platforms.

The aim of the single honours degree in Media is, in addition to these general aims, to:

- Provide students with comprehensive knowledge of a wide range of topics within Media.

The aim of the degree in Mass Communications is, in addition to the general aims above, to:

- Provide students with knowledge and understanding of a range of topics in their chosen fields of study

The aim of the joint in Media is, in addition to the general aims above, to:

- Provide students with substantial knowledge of a range of topics within Media.

The aims of the single honours degree in Journalism are given in the Subject Programme Specification for this pathway.

The aims of Film and English Language as Minor subjects on the programme and the aims of Creative Writing and Journalism as Joint or Minor subjects on the programme are given in their respective Subject Programme Specifications.

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## 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 (2019), Linguistics (2019), Creative Writing (2019) 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- Major topics and historical contexts nationally and internationally within the fields of theoretical, descriptive and/or applied Media ;</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>A8 Communicating appropriately with a diverse range of audiences</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 assessment that is both formative and summative. All learning outcomes in a module are assessed and the mode of assessment is specified for each outcome.</p> <p>Knowledge and understanding (A1) - (A8) 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</p>	<p>Intellectual skills are developed through lectures, seminars, class</p>	<p>Assessment of intellectual skills (B1) – (B5) is through</p>

<p>and intellectual paradigms within media studies.</p> <p>B2 Evaluate a media product on the basis of the broad principles of the 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>exercises, in-class analysis of model examples, video tutorials, and the development of coursework projects</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent</p>	<p>formal essays, coursework involving critical evaluation and development of a media product including documentation.</p>
Practical skills	Teaching and learning methods	Assessment strategy
<p>C1 Construct coherent arguments.</p> <p>C2 Communicate effectively in writing, image and/or presentation.</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 developed in the written work, which all modules require. For coursework, students are assessed not only on their knowledge and understanding but also on their ability to communicate their ideas effectively, to engage with different viewpoints, to reference appropriately and to present work using recognised scholarly conventions.</p> <p>All modules require student to access the relevant StudyNet sites for module information and seminar tasks. It is expected that all written assignments will be word-processed.</p> <p>Practical skills are assessed by a range of assignments</p>

		and projects built into the curriculum, e.g. group projects essays and practical assignments (such as the creation of media products) and group projects.
<b>Transferable skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
D1 Integrate practical, critical or theoretical resources into their own argument or product.	Transferable skills are developed through coursework and individual and group projects	Transferable skills are assessed through a range of assignments built into the curriculum - coursework and presentations and practical projects
D2 Work independently or in a group showing abilities at different times to listen and contribute.	Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.	
D3 Take responsibility for their own learning.		
D4 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 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

A sandwich award requires the successful completion of at least **30** weeks full-time equivalent placement activity from a maximum of two separate approved placements, neither of which will be normally less than **12** weeks in duration, in order for the award to be made. This is 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

Erasmus students are not able to enroll on the modules Video Feature and Film Production. They are permitted to study other Media modules, provided they fulfil the prerequisites.

### 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 Skills, unless they take 5HUM1175 Employability Skills. Failure in this module will not prevent progression, provided the normal progression rules have been met.

Compulsory Modules (full-time students only) Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graduate Skills	5HUM1064	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:

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
Visual Communication	4HUM2003	15	English	0	100	0	A
Sound and Image Storytelling	4HUM2002	15	English	0	100	0	B
Introduction to Journalism	4HUM1075	15	English	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	English	0	100	0	B

In addition, students study 30 credits of one of the following subjects:



	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Optional Modules</b>							
<b>Module Title</b>							
<b>Creative Writing</b>							
Becoming a Writer	4HUM0182	15	English	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	English	0	100	0	B
<b>English Language</b>							
Introduction to English Linguistics 1	4HUM1150	15	English	0	100	0	A
Language in the Media	4HUM1136	15	English	0	100	0	B
<b>Film</b>							
Introduction to Film Criticism	4HUM1078	15	English	0	100	0	A
Genre, Style and Stars	4HUM2001	15	English	0	70	30	B

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

## Level 5

At level 5 students take the following modules (60 credits):

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
Research Methods in Media Communications	5HUM1098	15	English	0	100	0	A
Magazine Design	5HUM2000	15	English	0	100	0	A
Mobile Media Design	5HUM1182	15	English	0	100	0	A
Radio Journalism	5HUM1062	15	English	0	100	0	A

In addition, students study 60 credits of the following options:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Optional Modules</b>							
<b>Module Title</b>							
Video Feature	5HUM1099	15	English	0	100	0	B
The Publishing Industry	5HUM1112	15	English	0	100	0	B
New Media Branding	5HUM1115	15	English	0	100	0	B
How Journalism Changed the World: From Watergate to Social Media and Fake News	5HUM1176	15	English	0	75	25	B

Employability Skills	5HUM1175	15	English	0	80	20	B
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Progression to level 6 normally requires 180 credits with a minimum of 60 credits at Level 5.

## Level 6

Students study 120 credits of the following modules:

<b>Compulsory Modules</b> Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Web Design for Media Professionals	6HUM2001	30	English	0	100	0	AB
Professional Practice Publishing project	6HUM1224	30	English	0	100	0	AB
Creating a PR Campaign	6HUM2000	15	English	0	100	0	B
Music, Celebrity and Media	6HUM1231	15	English	0	100	0	B

<b>Optional Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Representation and Identity in Contemporary Media	6HUM1161	15	English	0	70	30	A
Advertising	6HUM1132	15	English	0	100	0	A
Corporate Communications	6HUM1134	15	English	0	100	0	A

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

## BA (Hons) Media and Creative Writing

### Level 4

Students study 120 credits of the following modules:

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Media							
Introduction to Media Communications	4HUM1072	15	English	0	70	30	A
Visual Communication	4HUM2003	15	English	0	100	0	A

Global Media and Society	4HUM1093	15	English	0	100	0	B
Sound and Image Storytelling	4HUM2002	15	English	0	100	0	B
<b>Creative Writing</b>							
Becoming a Writer	4HUM0182	15	English	0	100	0	A
Journeys and Quests: Adventures in Literature	4HUM1118	15	English	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	English	0	100	0	B
Writing for Screen	4HUM1115	15	English	0	100	0	B

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 and 60 credits of Creative Writing modules:

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>							
Research Methods in Media Communications	5HUM1098	15	English	0	100	0	A
The Publishing Industry	5HUM1112	15	English	0	100	0	B
<b>Creative Writing</b>							
Poetry Prose and Publishing	5HUM1149	15	English	0	100	0	B
Real Stories Well Told	5HUM2002	15	English	0	100	0	B

<b>Optional Modules</b> Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Media</b>							
Magazine Design	5HUM2000	15	English	0	100	0	A
Mobile Media Design	5HUM1182	15	English	0	100	0	A
Video Feature	5HUM1099	15	English	0	100	0	B
New Media Branding	5HUM1115	15	English	0	100	0	B
<b>Creative Writing</b>							
Writing for Stage	5HUM1094	15	English	0	100	0	A
Language and Imagination: The Art of the Poem	5HUM1095	15	English	0	100	0	A
Short Story Workshop	5HUM1180	15	English	0	100	0	A

Students may take the Humanities Employability Skills module instead of the Creative Writing module 5HUM2002 Real Stories Well Told or instead of one of the optional semester B Media modules:

Optional Module Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Employability Skills	5HUM1175	15	English	0	80	20	B

Progression to level 6 requires a minimum of 180 credits with at least 60 credits at level 5, including 30 credits in each Subject.

## Level 6

Students study 60 credits of Media and 60 credits of Creative Writing modules:

Compulsory Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Creative Writing</b>							
Short Story Workshop	6HUM1177	15	English	0	100	0	A
Tell It Slant: Writing and Reality	6HUM1039	15	English	0	100	0	B

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>							
Web Design for Media Professionals	6HUM2001	30	English	0	100	0	AB
Professional Media Practice Project*	6HUM1223	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
Music, Celebrity and Media	6HUM1231	15	English	0	100	0	B
Creating a PR Campaign	6HUM2000	15	English	0	100	0	B
<b>Creative Writing</b>							
Creative Writing Project Poetry	6HUM1174	30	English	0	100	0	AB
Creative Writing Project Prose	6HUM1175	30	English	0	100	0	AB
Creative Writing Project Script	6HUM1176	30	English	0	100	0	AB

\* Students taking the *Professional Media Practice Project* normally require a minimum average of 60% at levels 4 and 5 or take it alongside *Web Design for Media Professionals*.

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

## BA (Hons) Journalism and Creative Writing

### Level 4

Students study 120 credits of the following modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Journalism</b>							
Introduction to Journalism	4HUM1075	15	English	0	100	0	A
Journalism and Government	4HUM1123	15	English	0	80	20	A
Journalism, Law and Ethics	4HUM1076	15	English	0	100	0	B
Journalism Skills: Multiplatform	4HUM1120	15	English	0	100	0	B
<b>Creative Writing</b>							
Becoming a Writer	4HUM0182	15	English	0	100	0	A
Journeys and Quests: Adventures in Literature	4HUM1118	15	English	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	English	0	100	0	B
Writing for Screen	4HUM1115	15	English	0	100	0	B

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 Journalism and 60 credits of Creative Writing modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Percentage Practical	Semesters
<b>Compulsory Modules</b>							
<b>Journalism</b>							
Journalism Skills: News	5HUM1153	15	English	0	80	20	A
Radio Journalism	5HUM1062	15	English	0	100	0	A
Journalism Skills: Features	5HUM1100	15	English	0	100	0	B
How Journalism Changed the World: From Watergate to Social Media and Fake News *	5HUM1176	15	English	0	75	25	B
<b>Creative Writing</b>							
Writing for Stage	5HUM1094	15	English	0	100	0	A
Language and Imagination: The Art of the Poem	5HUM1095	15	English	0	100	0	A
Poetry Prose and Publishing	5HUM1149	15	English	0	100	0	B
Real Stories Well Told*	5HUM2002	15	English	0	100	0	B

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Optional Modules</b>							
<b>Module Titles</b>							
<b>Creative Writing</b>							
Writing for Stage	5HUM1094	15	English	0	100	0	A
Language and Imagination: The Art of the Poem	5HUM1095	15	English	0	100	0	A
Short Story Workshop	5HUM1180	15	English	0	100	0	A

Students may take the Humanities Employability Skills module instead of the Creative Writing module 5HUM2002 Real Stories Well Told or instead of the Journalism module 5HUM1176 How Journalism Changed the World:

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Optional Module</b>							
<b>Module Titles</b>							
Employability Skills	5HUM1175	15	English	0	80	20	B

Progression to level 6 requires a minimum of 180 credits with at least 60 credits at level 5, including 30 credits in each Subject.

## Level 6

Students study 60 credits of Journalism and 60 credits of Creative Writing modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
<b>Journalism</b>							
International Politics & Reporting Global News	6HUM1179	15	English	0	65	35	A
Journalism Skills Portfolio	6HUM1140	30	English	0	100	0	AB
Online Journalism	6HUM1139	15	English	0	100	0	B
<b>Creative Writing</b>							
Short Story Workshop	6HUM1177	15	English	0	100	0	A
Tell It Slant: Writing and Reality	6HUM1039	15	English	0	100	0	B

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Creative Writing</b>							
Creative Writing Project Poetry	6HUM1174	30	English	0	100	0	AB
Creative Writing Project Prose	6HUM1175	30	English	0	100	0	AB
Creative Writing Project Script	6HUM1176	30	English	0	100	0	AB

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

## BA (Hons) Journalism and Media

### Level 4

Students study 120 credits of the following modules:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Journalism</b>							
Introduction to Journalism	4HUM1075	15	English	0	100	0	A
Journalism and Government	4HUM1123	15	English	0	80	20	A
Journalism, Law and Ethics	4HUM1076	15	English	0	100	0	B
Journalism Skills: Multiplatform	4HUM1120	15	English	0	100	0	B
<b>Media</b>							
Introduction to Media Communications	4HUM1072	15	English	0	70	30	A
Visual Communication	4HUM2003	15	English	0	100	0	A
Global Media and Society	4HUM1093	15	English	0	100	0	B
Sound and Image Storytelling	4HUM2002	15	English	0	100	0	B

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 Journalism and 60 credits of Media modules:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Percentage Practical	Semesters
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<b>Journalism</b>							
Journalism Skills: News	5HUM1153	15	English	0	80	20	A
Radio Journalism	5HUM1062	15	English	0	100	0	A
Journalism Skills: Features	5HUM1100	15	English	0	100	0	B
How Journalism Changed the World: From Watergate to Social Media and Fake News	5HUM1176	15	English	0	75	25	B
<b>Media</b>							
Research Methods in Media Communications	5HUM1098	15	English	0	100	0	A
The Publishing Industry	5HUM1112	15	English	0	100	0	B

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Optional Modules</b>							
<b>Module Titles</b>							
<b>Media</b>							
Magazine Design	5HUM2000	15	English	0	100	0	A
Mobile Media Design	5HUM1182	15	English	0	100	0	A
Video Feature	5HUM1099	15	English	0	100	0	B
New Media Branding	5HUM1115	15	English	0	100	0	B

Students may take the Humanities Employability Skills instead of the Journalism module 5HUM1176 How Journalism Changed the World or instead of one of the optional semester B Media modules:

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Optional Module</b>							
<b>Module Titles</b>							
Employability Skills	5HUM1175	15	English	0	80	20	B

Progression to level 6 requires a minimum of 180 credits with at least 60 credits at level 5, including 30 credits in each Subject.

### Level 6

Students study 60 credits of Journalism and 60 credits of Media modules:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
<b>Module Title</b>							
International Politics & Reporting Global News	6HUM1179	15	English	0	65	35	A



Journalism Skills Portfolio	6HUM1140	30	English	0	100	0	AB
Online Journalism	6HUM1139	15	English	0	100	0	B

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Optional Modules</b>							
Web Design for Media Professionals	6HUM2001	30	English	0	100	0	AB
Professional Media Practice Project*	6HUM1223	30	English	0	100	0	AB
Corporate Communications	6HUM1134	15	English	0	100	0	A
Representation and Identity in Contemporary Media Advertising	6HUM1161	15	English	0	70	30	A
Music, Celebrity and Media	6HUM1132	15	English	0	100	0	A
Creating a PR Campaign	6HUM1231	15	English	0	100	0	B
	6HUM2000	15	English	0	100	0	B

\* Students taking the *Professional Media Practice Project* normally require a minimum average of 60% at levels 4 and 5 or take it alongside *Web Design for Media Professionals*.

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

## BA (Hons) Journalism

### Level 4, 5 and 6

Students study 120 credits per level, as set out in the Single Honours Journalism Subject Programme Specification for this pathway.

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

## BA (Hons) Mass Communications

### Level 4

Students study 120 credits, including 30 credits of Media modules as specified below:

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
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 made up of 30 credits each in three of the following subjects

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>							
Visual Communication	4HUM2003	15	English	0	100	0	A
Sound and Image Storytelling	4HUM2002	15	English	0	100	0	B
<b>Creative Writing</b>							
Becoming a Writer	4HUM0182	15	English	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	English	0	100	0	B
<b>English Language</b>							
Introduction to English Linguistics 1	4HUM1150	15	English	0	100	0	A
Language in the Media	4HUM1136	15	English	0	100	0	B
<b>Film</b>							
Introduction to Film Criticism	4HUM1078	15	English	0	100	0	A
Genre, Style and Stars	4HUM2001	15	English	0	70	30	B
<b>Journalism</b>							
Introduction to Journalism	4HUM1075	15	English	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	English	0	100	0	B

\*Students will be placed, by default, on the optional Media, Film and Journalism modules but have the option to change two of these.

Progression to level 5 requires a minimum of 60 credits at level 4, normally including 30 credits in each of the chosen subjects.

## Level 5

Students study 30 credits of these 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 made up of 30 credits each in the subjects they have previously studied at level 4. For further details, see the Creative Writing (Joint and Minor), English Language (Joint and Minor), Film (Minor) and Journalism (Joint and Minor) Subject Programme Specifications.

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>							
Magazine Design	5HUM2000	15	English	0	100	0	A
Mobile Media Design	5HUM1182	15	English	0	100	0	A
Video Feature	5HUM1099	15	English	0	100	0	B
New Media Branding	5HUM1115	15	English	0	100	0	B
<b>Creative Writing</b>							
Language and Imagination: The Art of the Poem	5HUM1095	15	English	0	100	0	A
Poetry Prose and Publishing	5HUM1149	15	English	0	100	0	B
<b>English Language</b>							
Language in Society	5HUM0357	15	English	0	100	0	A
Forensic Linguistics	5HUM1076	15	English	0	100	0	B
<b>Film</b>							
US Cinema: From Studio Era to Digital Age	5HUM1129	15	English	0	60	40	A
Film Production	5HUM1103	15	English	0	100	0	B
<b>Journalism</b>							
Journalism Skills: News	5HUM1153	15	English	0	80	20	A
Journalism Skills: Features	5HUM1100	15	English	0	100	0	B

Progression to level 6 requires a minimum of 180 credits, with at least 60 credits at level 5, normally including 30 credits in each of the chosen subjects.

### Level 6

Students study 120 credits, including a minimum of 30 credits of Media. In addition, students may choose any modules for which they have achieved the prerequisites at level 5, excluding:

- 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.

Students may only choose a maximum of 30 credits of English Language.

For further details, see the Creative Writing (Joint and Minor), English Language (Joint and Minor), Film (Minor) and Journalism (Joint and Minor) Subject Programme Specifications.

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>							

Web Design for Media Professionals	6HUM2001	30	English	0	100	0	AB
Professional Media Practice Project*	6HUM1223	30	English	0	100	0	AB
Corporate Communications	6HUM1134	15	English	0	100	0	A
Representation and Identity in Contemporary Media Advertising	6HUM1161	15	English	0	70	30	A
Music, Celebrity and Media	6HUM1132	15	English	0	100	0	A
Creating a PR Campaign	6HUM1231	15	English	0	100	0	B
	6HUM2000	15	English	0	100	0	B
<b>Creative Writing**</b>							
Short Story Workshop	6HUM1177	15	English	0	100	0	A
Tell It Slant: Writing and Reality	6HUM1039	15	English	0	100	0	B
Creative Writing Project Poetry***	6HUM1174	30	English	0	100	0	AB
Creative Writing Project Prose***	6HUM1175	30	English	0	100	0	AB
Creative Writing Project Script***	6HUM1176	30	English	0	100	0	AB
<b>English Language</b>							
Global Englishes	6HUM1158	15	English	0	100	0	A
Meaning and Context	6HUM1020	15	English	0	100	0	B
Communication and Cultures	6HUM1213	15	English	0	100	0	B
<b>Film</b>							
Television Drama	6HUM1142	15	English	0	100	0	A
Gender, Sexuality and Diversity in American Film	6HUM1225	15	English	0	100	0	B
Euro-Crime on Page and Screen*	6HUM1155	15	English	0	75	25	B
<b>Journalism</b>							
International Politics & Reporting Global News	6HUM1179	15	English	0	65	35	A
Journalism Skills Portfolio	6HUM1140	30	English	0	100	0	AB
Online Journalism	6HUM1139	15	English	0	100	0	B

\* Students taking the *Professional Media Practice Project* normally require a minimum average of 60% at levels 4 and 5 or take it alongside *Web Design for Media Professionals*.

\*\* Students who take 30 credits of Creative Writing can't do a Creative Writing Project.

\*\*\* Students can only take one of the three Creative Writing Project modules.

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

#### Validated modules not offered in 2021-2022

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Introduction to Film Theory	4HUM1079	15	English	60	40	0	ABC
Social Media	5HUM1063	15	English	0	100	0	ABC
Media in an International Context	5HUM1097	15	English	0	100	0	ABC
Film in the Global Age	6HUM1141	15	English	0	80	20	ABC

### *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.

### *Sandwich Year*

The placement year comprises an agreed period of 30 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.

### *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
Year Abroad	6HUM1049	0	English	0	0	0	AB
Placement with Study Abroad	6HUM1210	0	English	0	100	0	AB

#### 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)	Media; Media with a Year Abroad; Media with Study Abroad; Media (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2).
BA (Hons)	Media and Creative Writing; Media and Creative Writing with a Year Abroad; Media and Creative Writing with Study Abroad; Media and Creative Writing (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2), as well as the programme learning outcomes set out in the Creative Writing (Joint and Minor) Subject Programme Specification.
BA (Hons)	Journalism and Creative Writing; Journalism and Creative Writing with a Year Abroad; Journalism and Creative Writing 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 programme learning outcomes depending on the student's individual module choices, as well as the programme learning outcomes set out in the Journalism (Joint and Minor) and Creative Writing (Joint and Minor) Subject Programme Specifications.

	Journalism and Creative Writing (Sandwich)			
BA (Hons)	Journalism and Media; Journalism and Media with a Year Abroad; Journalism and Media with Study Abroad; Journalism and Media (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2), as well as the programme learning outcomes set out in the Journalism (Joint and Minor) Subject Programme Specification.
BA (Hons)	Journalism; Journalism with a Year Abroad; Journalism with Study Abroad; Journalism (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2), as well as the programme learning outcomes set out in the Single Honours Journalism Subject Programme Specification.
BA (Hons)	Mass Communications; Mass Communications with a Year Abroad; Mass Communications with Study Abroad; Mass Communications (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A subset of the programme learning outcomes depending on the student's individual module choices, as well as 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).

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: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
BA	Media	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 depending on the student's individual module choices.
BA	Mass Communications;			A subset of the programme learning outcomes depending on the student's

Media and Creative Writing; Journalism and Creative Writing; Journalism and Media; Journalism		individual module choices, as well as 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).
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## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) 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 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.

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## 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 Education (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 Education (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 administrative team to deal with day-to-day administration associated with the 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
- *Ask Herts deHavilland*, the student administration service

At School level, students are further supported by:

- Heads of Creative Writing, English Language, English Literature, and Media
- A student support team to provide confidential 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
- A designated administrative team 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 Tutor for Employability

On the Media Programme students are further supported by:

- A Programme Leader to help students understand the programme structure and provide confidential academic advice
- An induction session at the beginning of each new academic session
- 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
- Student Representatives on the Programme Committee

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## F. Other sources of information

This Programme Specification should be read in conjunction with the Subject Programme Specifications for Creative Writing, English Language, Film, Single Honours Journalism and Journalism (Joint and Minor), as applicable.

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

- Programme information, contained within the School of Humanities Programme StudyNet site;
- A Definitive Module Document (DMD) for each constituent module;
- Module Information for each constituent module, contained within the StudyNet site for the 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>.

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## G. Entry requirements

The normal entry requirements for the programme are:

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).

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If you would like this information in an alternative format please contact:  
[ask@herts.ac.uk](mailto:ask@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](mailto:aqo@herts.ac.uk)

**BA (Hons) Media, BA (Hons) Mass Communications, BA (Hons) Media and Creative Writing, BA(Hons) Media and Journalism, BA(Hons) Journalism**

**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 Title		Module Code	A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4
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	4HUM2003	x	x		x		x				x		x	x	x	x	x	x	x	x	x
	Sound and Image Storytelling	4HUM2002	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
	Introduction to English Linguistics 1	4HUM1151									x					x	x	x	x	x	x	x
	Language in the Media	4HUM1136									x					x	x	x	x	x	x	x
	Becoming a Writer	4HUM0182									x					x	x	x	x	x	x	x
	Journeys and Quests	4HUM1118									x					x	x	x	x	x	x	x
	Genre Fiction: Building Worlds	4HUM1109									x					x	x	x	x	x	x	x
	Writing for Screen	4HUM1115									x					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	x
	Introduction to Film Theory	4HUM1079			x	x	x	x			x		x	x	x	x	x	x	x	x	x	x
Genre, style and Stars	4HUM2001			x	x	x	x			x		x	x	x	x	x	x	x	x	x	x	
Level 5	The Publishing Industry	5HUM1112	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	
	Mobile Media Design	5HUM1182	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	
	Video Feature	5HUM1099	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Magazine Design	5HUM2000	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x		

Journalism Skills: News	5HUM1101					x		x	x		x	x	x	x	x	x		x	x	x	x
Journalism Skills: Features	5HUM1100					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
How Journalism Changed the World: From Watergate to social media and fake news	5HUM1176	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
Language in Society	5HUM0357								x						x	x	x	x	x	x	x
Forensic Linguistics	5HUM1076								x						x	x	x	x	x	x	x
Film Production	5HUM1103								x						x	x	x	x	x	x	x
US Cinema: Studio System to Digital Age	5HUM1129								x						x	x	x	x	x	x	x
Media in an International Context	5HUM1097								x						x	x	x	x	x	x	x
Writing for Stage	5HUM1094								x						x	x	x	x	x	x	x
Language and Imagination: The art of the poem	5HUM1095								x						x	x	x	x	x	x	x
Poetry, Prose and Publishing	5HUM1149								x						x	x	x	x	x	x	x
Literature at Work	5HUM1124								x						x	x	x	x	x	x	x
Web Design for Media Professionals	6HUM2001	x	x	x	x		x	x	x		x		x	x		x	x	x	x	x	x
Professional Practice Publishing Project	6HUM1224	x	x	x	x		x	x	x		x		x	x		x	x	x	x	x	x
Professional Media Practice Project	6HUM1223	x	x	x	x		x	x	x		x		x	x		x	x	x	x	x	x
Music, Celebrity and Media	6HUM1231	x		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	x
Corporate Communications	6HUM1134	x		x		x		x	x		x	x		x	x	x	x	x	x	x	x
Creating a PR Campaign	6HUM2000	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	x
Global Englishes	6HUM1158								x						x	x	x	x	x	x	x
Meaning and Context	6HUM1020								x						x	x	x	x	x	x	x
Communication and Cultures	6HUM1213								x						x	x	x	x	x	x	x
Short Story Workshop	6HUM1177								x						x	x	x	x	x	x	x

Level 6



### **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

D4 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; Linguistics; Creative Writing

Undergraduate

November 20

November 20

All students entering September 2021

School of Humanities

Table 3 Course structure

Course details		
Course code	Course description	HECoS
HUMED	BA (Hons) Mass Communications	100444
HUMED	BA (Hons) Media	100444
HUMED	BA (Hons) Media and Creative Writing	100444
HUMED	BA (Hons) Journalism and Creative writing	100444
HUMED	BA (Hons) Journalism and Media	100444
HUMED	BA (Hons) Journalism	