

School of Social Sciences, Humanities and Education

Title of Programme: English Language Programme, English Literature Programme,
Philosophy Programme,

Programme Code: HUELN/HULIT/HUPHL

Subject: Media (Joint and Minor)

Programme Specification

This programme specification is relevant to students entering:
01 September 2022

Associate Dean of School (Academic Quality Assurance):
Peter Thomas



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

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.

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

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
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English Literature Programme:	English Literature and Media English Literature with Media
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Philosophy Programme:	Philosophy and Media Philosophy with Media
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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
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UCAS code(s)	Q1P7 English Language and Media Q3P7 English Literature and Media V5P7 Philosophy and Media
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Language of Delivery	English
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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 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.

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 (2021) 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 appropriate media layout or narrative structure.</p> <p>B3 Understand forms of media as they have</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 intellectual skills further by independent</p>	<p>Assessment of intellectual skills is through formal essays, coursework involving critical evaluation and development of a media product including documentation.</p>

<p>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>		
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>D4 Take responsibility for their own learning.</p> <p>D5 Manage time and resources effectively by drawing on planning,</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>

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

Compulsory Modules (full-time students only)	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Module Title							
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) English Language and Media
BA (Hons) English Literature and Media
BA (Hons) Philosophy and Media

Level 4

Students study 60 credits of the following 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
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

In addition, students study 60 credits of the Joint Subject, as specified in the Programme Specifications for the English Language Programme, the English Literature Programme and the Philosophy Programme.

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	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 module 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

In addition, students study 60 credits of the Joint Subject, as specified in the Programme Specifications for the English Language Programme, the English Literature Programme and the Philosophy Programme.

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

Level 6

Students study 60 credits of the following Media modules:

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

* 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*.

In addition, students study 60 credits of the Joint Subject, as specified in the Programme Specifications for the English Language Programme, the English Literature Programme and the Philosophy Programme.

The award of a BA Honours degree requires 360 credits passed with a minimum of 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:

	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 study 90 credits of the Major Subject, as specified in the Programme Specifications for the English Language Programme, the English Literature Programme and the Philosophy Programme.

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:

	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 study 90 credits of the Major Subject, as specified in the Programme Specifications for the English Language Programme, the English Literature Programme and the Philosophy Programme.

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

Level 6

Students study 30 credits of 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
Creating a PR Campaign	6HUM2000	15	English	0	100	0	B
Music, Celebrity and Media	6HUM1231	15	English	0	100	0	B

In addition, students study 90 credits of the Major Subject, as specified in the Programme Specifications for the English Language Programme, the English Literature Programme and the Philosophy Programme.

The award of a BA Honours degree requires 360 credits passed with a minimum of 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.

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
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
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)	See section 1	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	For an award with Media as a Joint, all programme learning 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;
- On the English Language, English Literature and Philosophy programmes, students may exercise a change of pathway at the beginning of Level 5 and Level 6 from taking Media as a joint to taking it as a minor, by decreasing study of Media by 30 credits. This necessitates increasing study of the other subject by 30 credits. At the beginning of Level 6, students on these programmes may change from taking Media as a minor to taking it as a joint, by increasing study of Media by 30 credits. This necessitates decreasing study of the other subject by 30 credits.

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 (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 specific responsibility for induction with and on behalf of the Dean of School
- A Head of Media who is responsible for all the modules in the subject area
- A Programme Leader for each of the Programmes on which Media is taught
- Admissions Tutors, with specific responsibility for selection
- A designated administrative team to deal with day-to-day administration associated with the courses and modules within the Programme
- Programme committees which have a membership which includes all of the above plus Subject and student representatives
- Module Leaders who are responsible for individual modules

Support

At university level, students are supported by:

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

At School level, students are further supported by:

- A Head of 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 relevant 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

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 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;
- Module information 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/>.

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.

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 ask@herts.ac.uk

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to dhaq@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 Title	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	4HUM2003	x	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	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	x	x
	Radio Journalism	5HUM1062					x		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	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
	Video Feature	5HUM1099	x	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	x
Level 6	Web Design for Media Professionals	6HUM2001	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	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

Key to Programme Learning Outcomes

Knowledge and Understanding

Demonstrate sound knowledge and understanding of:

- 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 2020

March 2022

Level 4 entering September 2022

School of Humanities

Table 3 Course structure

Course details		
Course code	Course description	HECOS
HUELN HULIT HUPHL	BA (Hons) English Language and Media BA (Hons) English Literature and Media BA (Hons) Philosophy and Media	100318/101273 100319101273 100337/101273