

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

Programme Code: HUELN/HULIT/HUPHL

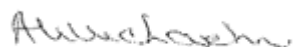
Subject: Media (Joint and Minor)

Programme Specification

This programme specification is relevant to students entering:
01 September 2023

Associate Dean of School (Academic Quality Assurance):
Alison McLauchlin

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).

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 | College Lane |
| Programme accredited by | N.A. |
| Final Qualification | BA (Hons) |
| All Final Award titles | |

| | |
|-----------------------------|---|
| English Language Programme: | BA (Hons) English Language and Media BA (Hons) English Language with Media |
|-----------------------------|---|

| | |
|-------------------------------|---|
| English Literature Programme: | BA (Hons) English Literature and Media BA (Hons) English Literature with Media |
|-------------------------------|---|

| | |
|-----------------------|---|
| Philosophy Programme: | BA (Hons) Philosophy and Media BA (Hons) Philosophy with Media |
|-----------------------|---|

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

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

| | |
|----------------------------|---|
| FHEQ level of award | 6 |
|----------------------------|---|

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

Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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 emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change.</p> <p>B4. Critically evaluate a paper-based document or e-publication in terms of its readership, information design, typography and aesthetic layout.</p> <p>B5. Produce work involving problem identification, analysis and design within an appropriate legal and ethical framework.</p> | <p>Intellectual skills 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>Intellectual skills are assessed through 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 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 through 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, organizational and project management skills.</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> |
|--|--|---|

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

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

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.

Student Exchange programme

Incoming Exchange

Students are not able to enroll on the modules Video Feature. 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 had been met.

| Compulsory Modules (full-time students only) Module Title | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|---|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Graduate Skills | 5HUM1064 | 0 | 0 | 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

| Compulsory Modules Module Title | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|---|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Introduction to Media Communications | 4HUM1072 | 15 | 0 | 0 | 70 | 30 | A |
| Visual Communication | 4HUM2003 | 15 | 0 | 0 | 100 | 0 | A |
| Global Media and Society | 4HUM1093 | 15 | 0 | 0 | 100 | 0 | B |
| Sound and Image Storytelling | 4HUM2002 | 15 | 0 | 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 | % Test | % Examination | % Coursework | % Practical | Semesters |
|---|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Research Methods in Media Communications | 5HUM1098 | 15 | 0 | 0 | 100 | 0 | A |
| Social Media and Critical Practice | 5SHE2023 | 15 | 0 | 0 | 100 | 0 | B |

| Optional Modules Module Titles | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|--|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Magazine Design | 5HUM2000 | 15 | 0 | 0 | 100 | 0 | A |
| Mobile Media Design | 5HUM1182 | 15 | 0 | 0 | 100 | 0 | A |
| Video Feature | 5HUM1099 | 15 | 0 | 0 | 100 | 0 | B |
| New Media Branding | 5HUM1115 | 15 | 0 | 0 | 100 | 0 | B |

Students may take the Humanities Employability Skills module instead of one of the optional semester B Media modules:

| Optional Modules Module Titles | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|--|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Employability Skills* | 5HUM1175 | 15 | 0 | 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 normally requires a minimum of 180 credits with 60 credits at level 5, including 90 credits in each Subject, or equivalent.

Level 6

Students study 60 credits of the following Media modules:

| Optional Modules Module Titles | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|--|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Web Design for Media Professionals | 6HUM2001 | 30 | 0 | 0 | 100 | 0 | AB |
| Professional Media Practice Project* | 6HUM1223 | 30 | 0 | 0 | 100 | 0 | AB |

| | | | | | | | |
|---|----------|----|---|---|-----|----|---|
| Corporate Communications | 6HUM1134 | 15 | 0 | 0 | 100 | 0 | A |
| Representation and Identity in Contemporary Media Advertising | 6HUM1161 | 15 | 0 | 0 | 70 | 30 | A |
| Music, Celebrity and Media | 6HUM1132 | 15 | 0 | 0 | 100 | 0 | A |
| Creating a PR Campaign | 6HUM1231 | 15 | 0 | 0 | 100 | 0 | B |
| | 6HUM2000 | 15 | 0 | 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:

| Compulsory Modules Module Title | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|--------------------------------------|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Introduction to Media Communications | 4HUM1072 | 15 | 0 | 0 | 70 | 30 | A |
| Global Media and Society | 4HUM1093 | 15 | 0 | 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 normally requires a minimum of 90 credits at Level 4, including 30 credits in each Subject.

Level 5

Students study 30 credits of Media modules:

| Compulsory Modules Module Title | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|--|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Research Methods in Media Communications | 5HUM1098 | 15 | 0 | 0 | 100 | 0 | A |
| Social Media and Critical Practice | 5SHE2023 | 15 | 0 | 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 90 credits at level 5, normally including 30 credits in each Subject, or equivalent.

Level 6

Students study 30 credits of Media modules:

| Optional Modules Module Titles | Module Code | Credit Points | % Test | % Examination | % Coursework | % Practical | Semesters |
|---|-------------|---------------|--------|---------------|--------------|-------------|-----------|
| Corporate Communications | 6HUM1134 | 15 | 0 | 0 | 100 | 0 | A |
| Representation and Identity in Contemporary Media | 6HUM1161 | 15 | 0 | 0 | 70 | 30 | A |
| Advertising | 6HUM1132 | 15 | 0 | 0 | 100 | 0 | A |
| Creating a PR Campaign | 6HUM2000 | 15 | 0 | 0 | 100 | 0 | B |
| Music, Celebrity and Media | 6HUM1231 | 15 | 0 | 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.

Honours classification

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

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) | English Literature with Media with a Year Abroad; English Literature with Media with Study Abroad; English Literature with 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) | English Language with Media with a Year Abroad; English Language with Media with Study Abroad; English Language with 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 Creative Writing (Joint and Minor) Subject Programme Specification. |
| BA (Hons) | Philosophy with Media with a Year Abroad; Philosophy with Media with (Sandwich) Philosophy with Media 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 |
| BA (Hons) | English Literature and Media with a Year Abroad; English Literature and Media with Study Abroad; English Literature 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) | English Language and Media and a Year Abroad; English Language and Media with Study Abroad; English Language 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 Single Honours Journalism Subject Programme Specification. |
| BA (Hons) | Philosophy and Media with a Year Abroad; Philosophy and Media with Study Abroad; Philosophy and Media (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 | Untitled | 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 | Untitled | 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 | Untitled | 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 | English Literature with Media with a Year Abroad; English Literature with Media with Study Abroad; English Literature with Media (Sandwich) | 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. |
| | English Language with Media with a Year Abroad; English Language with Media with Study Abroad; English Language with Media (Sandwich) | | | |
| | Philosophy with Media with a Year Abroad; Philosophy with Media with (Sandwich) Philosophy with Media with Study Abroad | | | |
| | English Literature and Media with a Year Abroad; English Literature and Media with Study Abroad; English Literature and Media (Sandwich) | | | |
| | English Language and Media and a Year Abroad; English Language and Media with Study Abroad; English Language and Media (Sandwich) | | | |
| | Philosophy and Media with a Year Abroad; Philosophy and Media with Study Abroad; Philosophy and Media (Sandwich) | | | |

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 (Learning and Teaching) who has overall responsibility for learning and teaching with and on behalf of the Dean of School.
- An Associate Dean of School (Student Experience) who has overall responsibility for induction and student experience with and on behalf of the Dean of School.
- A Programme Leader who is responsible for the day-to-day management of the programme and who can also advise students on the Modular Framework as a whole
- An Admission Tutor, with specific responsibility for selection
- Heads of Subject who are responsible for all the modules in their subject area
- A designated 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
- A versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- A substantial Student Centre which provides advice on issues such as Finance, University regulations, visa applications, legal matters, accommodation, international student support etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Day Nursery
- Overseas Orientation
- Medical Centre
- Student Wellbeing: Disability Services
- Student Wellbeing: Counselling Centre
- An Equal Opportunities Officer
- Hertfordshire Students' Union
- Careers and Employment
- Dedicated programme site

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

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

F. Other sources of information

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

- 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/>.

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.

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

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

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

- Successful completion of the HIC Diploma in Mass Communications

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

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

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated

procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:
dhaq@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 aqo@herts.ac.uk

BA (Hons) Media

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

This map identifies where the programme learning outcomes are delivered and 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 |
| | Global Media and Society | 4HUM1093 | 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 | Social Media and Critical Practice | 5SHE2023 | X | X | X | 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 | |
| Placement Year | | | | | | | | | | | | | | | | | | | | | | |
| 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 |

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 | Communication, Media, Film and Cultural Studies 2016 |
| Type of programme | Undergraduate |
| Date of validation/last periodic review | November 20 |
| Date of production/ last revision of PS | March 2023 |
| Relevant to level/cohort | Level 4 entering September 2023 |
| Administrative School | School of Social Sciences, Humanities, and Education |
| Language of Delivery | English |

Table 4 Course structure

| Course details | | | |
|----------------|--|---------------|-----------------------------------|
| Course Code | Course Description | HECOS | UCAS |
| HUELN | BA (Hons) English Language and Media | 100318/101273 | Q1P7 English Language and Media |
| HULIT | BA (Hons) English Literature and Media | 100319/101273 | Q3P7 English Literature and Media |
| HUPHL | BA (Hons) Philosophy and Media | 100337/101273 | V5P7 Philosophy and Media |