

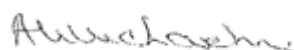
Title of Programme: Media Programme

Programme Code: HUMED

# 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.

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**Summary of amendments to the programme:**

Section	Amendment

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

# Programme Specification Media Programme

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<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</b>	BA Hons Mass Communications
<b>(Qualification and Subject)</b>	BA Hons Mass Communications with a Year Abroad
	BA Hons Mass Communications with Study Abroad
	BA Hons Mass Communications (Sandwich)
	BA Hons Media
	BA Hons Media with a Year Abroad
	BA Hons Media with Study Abroad
	BA Hons Media (Sandwich)
	BA Hons Media and Creative Writing
	BA Hons Media and Creative Writing with a Year Abroad
	BA Hons Media and Creative Writing with Study Abroad
	BA Hons Media and Creative Writing (Sandwich)
	BA Hons Journalism and Creative Writing
	BA Hons Journalism and Creative Writing with a Year Abroad
	BA Hons Journalism and Creative Writing with Study Abroad
	BA Hons Journalism and Creative Writing (Sandwich)
	BA Hons Journalism and Media
	BA Hons Journalism and Media with a Year Abroad
	BA Hons Journalism and Media with Study Abroad
	BA Hons Journalism and Media (Sandwich)
<b>FHEQ level of award</b>	6

## 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, Public Relations, Corporate Communications, as well as publishing and media-related industries. The programme also prepares students for further study at postgraduate level. The programme is affiliated to the Public Relations and Communications Association.

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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 (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<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 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>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 study</p>	<p>Assessment of intellectual skills (B1) – (B5) is through formal essays, coursework involving critical evaluation and development of a media product including documentation.</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>		
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 Study Net 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 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

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 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 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.

#### Mode of study Part-time

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

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

**Entry point** Semester A

## BA (Hons) Media

### Level 4

At Level 4 students take the following modules:

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>						
Module Title						
Introduction to Media Communications	4HUM1072	15	0	70	30	A
Global Media and Society	4HUM1093	15	0	100	0	B
Visual Communication	4HUM2003	15	0	100	0	A
Sound and Image Storytelling	4HUM2002	15	0	100	0	B
Introduction to Journalism	4HUM2011	15	0	100	0	A
Introduction to Film Criticism	4HUM1078	15	0	100	0	A
Genre, Styles and Stars	4HUM2001	15	0	70	30	B
Law and Ethics	4HUM1076	15	0	100	0	B

Progression to level 5 normally requires a minimum of 90 credits at Level 4.

### Level 5

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

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

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

<b>Optional Modules</b> Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Video Feature	5HUM1099	15	0	100	0	B
Social Media and Critical Practice	5SHE2023	15	0	100	0	B
New Media Branding	5HUM1115	15	0	100	0	B
How Journalism Changed the World: From Watergate to social media and fake news	5HUM1176	15	0	75	25	B
Employability Skills*	5HUM1175	15	0	80	20	B

\*This can be taken as an alternative to How Journalism Changed the World

Progression to level 6 normally requires 180 credits with a minimum of 90 credits at Level 5.

### Level 6

Students study 120 credits of the following modules:

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Web Design for Media Professionals	6HUM2001	30	0	100	0	AB
Professional Practice Publishing Project	6HUM1224	30	0	100	0	AB
Creating a PR Campaign	6HUM2000	15	0	100	0	B
Music, Celebrity and Media	6HUM1231	15	0	100	0	B

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

Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>						
<b>Media</b>						
Introduction to Media Communications	4HUM1072	15	0	70	30	A
Visual Communication	4HUM2003	15	0	100	0	A
Global Media and Society	4HUM1093	15	0	100	0	B
Sound and Image Storytelling	4HUM2002	15	0	100	0	B
<b>Creative Writing</b>						
Becoming a Writer	4HUM0182	15	0	100	0	A
Journeys & Quests: Adventures in Literature	4HUM1118	15	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	0	100	0	B
Writing for Screen	4HUM1115	15	0	100	0	B

Progression to level 5 normally requires a minimum of 90 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

Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>						
<b>Media</b>						
Research Methods in Media Communications	5HUM1098	15	0	100	0	A
Social Media and Critical Practice	5SHE2023	15	0	100	0	B
<b>Creative Writing</b>						
Poetry Prose and Publishing	5HUM1149	15	0	100	0	B
Real Stories Well Told*	5HUM2002	15	0	100	0	B

Optional Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>						
Magazine Design	5HUM2000	15	0	100	0	A
Mobile Media Design	5HUM1182	15	0	100	0	A
Video Feature*	5HUM1099	15	0	100	0	B
New Media Branding*	5HUM1115	15	0	100	0	B
<b>Creative Writing</b>						
Writing for Stage	5HUM1094	15	0	100	0	A
Language and Imagination: The Art of the Poem	5HUM1095	15	0	100	0	A
Short Story Workshop	5HUM1180	15	0	100	0	A
Employability Skills*	5HUM1175	15	0	100	0	B

\* Students may take the Humanities Employability Skills module 5HUM1175 instead of the Creative Writing module 5HUM2002 Real Stories Well Told or one of the optional semester B Media modules.

Progression to level 6 normally requires a minimum of 180 credits with at least 90 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 Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Creative Writing</b>						
Tell It Slant: Writing and Reality	6SHE2045	15	0	100	0	B
Creative Writing Project Poetry*	6HUM1174	30	0	100	0	AB
Creative Writing Project Prose*	6HUM1175	30	0	100	0	AB
Creative Writing Project Script*	6HUM1176	30	0	100	0	AB

\*Students may only take one of the Creative Writing Project modules

Optional Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>						
Web Design for Media Professionals	6HUM2001	30	0	100	0	AB

Professional Media Practice Project*	6HUM1223	30	0	100	0	AB
Corporate Communications	6HUM1134	15	0	100	0	A
Representation and Identity in Contemporary Media	6HUM1161	15	0	70	30	A
Advertising	6HUM1132	15	0	100	0	A
Music, Celebrity and Media	6HUM1231	15	0	100	0	B
Creating a PR Campaign	6HUM2000	15	0	100	0	B
<b>Creative Writing</b>						
Writing for Popular Fiction Markets	6HUM1216	15	0	100	0	A
Writing Serial Drama	6HUM1215	15	0	100	0	A

\* 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 Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>						
<b>Journalism</b>						
Introduction to Journalism	4HUM2011	15	0	100	0	A
Journalism and Politics	4SHE2046	15	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	0	100	0	B
Journalism Skills: Multiplatform	4HUM1120	15	0	100	0	B
<b>Creative Writing</b>						
Becoming a Writer	4HUM0182	15	0	100	0	A
Journeys & Quests: Adventures in Literature	4HUM1118	15	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	0	100	0	B
Writing for Screen	4HUM1115	15	0	100	0	B

Progression to level 5 normally requires a minimum of 90 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	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>						
<b>Module Title</b>						
<b>Journalism</b>						
Journalism Skills: News	5HUM1153	15	0	80	20	A
Radio Journalism	5HUM1062	15	0	100	0	A
Journalism Skills: Features	5HUM1100	15	0	100	0	B
How Journalism Changed the World: From Watergate to Social Media and Fake News*	5HUM1176	15	0	75	25	B
<b>Creative Writing</b>						
Poetry Prose and Publishing	5HUM1149	15	0	100	0	B
Real Stories Well Told	5HUM2002	15	0	100	0	B
Employability Skills*	5HUM1175	15	0	100	0	B
<b>Optional Modules</b>						
<b>Module Title</b>						
<b>Creative Writing</b>						
Writing for the Stage	5HUM1094	15	0	100	0	A
Language and Imagination: The Art of the Poem	5HUM1095	15	0	100	0	A
Short Story Workshop	5HUM1180	15	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:

Progression to level 6 normally requires a minimum of 180 credits with at least 90 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	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>						
<b>Module Title</b>						
<b>Journalism</b>						
International Politics & Reporting Global News	6HUM1179	15	0	65	35	A
Journalism Skills Portfolio	6HUM1140	30	0	100	0	AB
Online Journalism	6HUM1139	15	0	100	0	B
<b>Creative Writing</b>						
Creative Writing Project Poetry*	6HUM1174	30	0	100	0	AB

Creative Writing Project Prose*	6HUM1175	30	0	100	0	AB
Creative Writing Project Script*	6HUM1176	30	0	100	0	AB
Tell It Slant: Writing and Reality	6SHE2045	15	0	100	0	B

\*Students may take only one of the Creative Writing projects.

Optional Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Creative Writing</b>						
Writing for Popular Fiction Markets	6HUM1216	15	0	100	0	A
Writing Serial Drama	6HUM1215	15	0	100	0	A

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	% Examination	% Coursework	% Practical	Semesters
<b>Journalism</b>						
Introduction to Journalism	4HUM2011	15	0	100	0	A
Journalism and Politics	4SHE2046	15	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	0	100	0	B
Journalism Skills: Multiplatform	4HUM1120	15	0	100	0	B
<b>Media</b>						
Introduction to Media Communications	4HUM1072	15	0	70	30	A
Visual Communication	4HUM2003	15	0	100	0	A
Global Media and Society	4HUM1093	15	0	100	0	B
Sound and Image Storytelling	4HUM2002	15	0	100	0	B

Progression to level 5 normally requires a minimum of 90 credits at level 4, including 30 credits in each subject.

### Level 5

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

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Journalism</b>						
Journalism Skills: News	5HUM1153	15	0	80	20	A
Radio Journalism	5HUM1062	15	0	100	0	A
Journalism Skills: Features	5HUM1100	15	0	100	0	B
How Journalism Changed the World: From Watergate to Social Media and Fake News	5HUM1176	15	0	75	25	B
<b>Media</b>						
Research Methods in Media Communications	5HUM1098	15	0	100	0	A
Social Media and Critical Practice	5SHE2023	15	0	100	0	B

<b>Optional Modules</b> Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>						
Magazine Design	5HUM2000	15	0	100	0	A
Mobile Media Design	5HUM1182	15	0	100	0	A
Video Feature	5HUM1099	15	0	100	0	B
New Media Branding	5HUM1115	15	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:

<b>Optional Modules</b> Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Employability Skills	5HUM1175	15	0	80	20	B

## Level 6

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

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Journalism</b>						
International Politics & Reporting Global News	6HUM1179	15	0	65	35	A
Journalism Skills Portfolio	6HUM1140	30	0	100	0	AB
Online Journalism	6HUM1139	15	0	100	0	B

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

### Level 4

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

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Introduction to Media Communications	4HUM1072	15	0	70	30	A
Global Media and Society	4HUM1093	15	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	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>						
Visual Communication	4HUM2003	15	0	100	0	A
Sound and Image Storytelling	4HUM2002	15	0	100	0	B
<b>Creative Writing</b>						
Becoming a Writer	4HUM0182	15	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	0	100	0	B
<b>English Language</b>						
Introduction to English Linguistics 1	4HUM1150	15	0	100	0	A
Language in the Media	4HUM1136	15	0	100	0	B
<b>Film</b>						
Introduction to Film Criticism	4HUM1078	15	0	100	0	A
Genre, Styles and Stars	4HUM2001	15	0	70	30	B
<b>Journalism</b>						
Introduction to Journalism	4HUM2011	15	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	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 normally requires a minimum of 90 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	% Examination	% Coursework	% Practical	Semesters
Research Methods in Media Communications	5HUM1098	15	0	100	0	A
Social Media and Critical Practice	5SHE2023	15	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 as set out in the relevant Subject Programme Specifications.



Optional Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>						
Magazine Design	5HUM2000	15	0	100	0	A
Mobile Media Design	5HUM1182	15	0	100	0	A
Video Feature	5HUM1099	15	0	100	0	B
New Media Branding	5HUM1115	15	0	100	0	B
<b>Creative Writing</b>						
Language and Imagination: The Art of the Poem	5HUM1095	15	0	100	0	A
Real Stories Well Told	5HUM2002	15	0	100	0	B
<b>English Language</b>						
Language in Society	5HUM0357	15	0	100	0	A
Forensic Linguistics	5HUM1076	15	0	100	0	B
<b>Film</b>						
US Cinema: From Studio Era to Digital Age	5HUM1129	15	0	60	40	B
Film Production	5HUM1103	15	0	100	0	A
<b>Journalism</b>						
Journalism Skills: News	5HUM1153	15	0	80	20	A
Journalism Skills: Features	5HUM1100	15	0	100	0	B

Progression to level 6 requires a minimum of 180 credits, with at least 90 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	% Examination	% Coursework	% Practical	Semesters
<b>Media</b>						
Web Design for Media Professionals	6HUM2001	30	0	100	0	AB
Professional Media Practice Project*	6HUM1223	30	0	100	0	AB
Corporate Communications	6HUM1134	15	0	100	0	A

Representation and Identity in Contemporary Media	6HUM1161	15	0	70	30	A
Advertising	6HUM1132	15	0	100	0	A
Music, Celebrity and Media	6HUM1231	15	0	100	0	B
Creating a PR Campaign	6HUM2000	15	0	100	0	B
<b>Creative Writing**</b>						
Writing for Popular Fiction Markets	6HUM1216	15	0	100	0	A
Writing Serial Drama	6SHE2045	15	0	100	0	A
Tell It Slant: Writing and Reality	6HUM1039	15	0	100	0	B
<b>English Language</b>						
Global Englishes	6HUM1158	15	0	100	0	A
Meaning and Context	6HUM1020	15	0	100	0	B
Communication and Cultures	6HUM1213	15	0	100	0	B
<b>Film</b>						
Television Drama	6HUM1142	15	0	100	0	A
Gender, Sexuality and Diversity in American Film	6HUM1225	15	0	100	0	B
Euro-Crime on Page and Screen*	6HUM1155	15	0	75	25	B
<b>Journalism</b>						
International Politics & Reporting Global News	6HUM1179	15	0	65	35	A
Journalism Skills Portfolio	6HUM1140	15	0	100	0	AB
Online Journalism	6HUM1139	15	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.

### 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;	360 credit points including 240 at level 6/5 of which	6	A subset of the programme learning outcomes depending on

	Journalism and Creative Writing with a Year Abroad; Journalism and Creative Writing with Study Abroad; Journalism and Creative Writing (Sandwich)	120 must be at level 6		the student's individual module choices, as well as the programme learning outcomes
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	Untitled	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	Untitled	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	Untitled	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.

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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 programme-specific regulations (requiring School-level approval) 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 (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
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Guided student centred learning on Canvas module sites
- 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
- A versatile on-line inter-active intranet and learning environment
- Overseas Orientation
- Medical Centre

- Student Wellbeing: Disability Services
- Student Wellbeing: Counselling Centre
- An Equal Opportunities Officer
- Hertfordshire Student's 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

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/>.

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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:  
[dhaq@herts.ac.uk](mailto: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](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				
		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
	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
	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
	Journalism, Law and Ethics	4HUM1076	X	X	X	X	X	X	X		X		X		X	X	X	X	X	X	X
	Journalism and Politics.	4SHE2046			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
	Introduction to Film Theory	4HUM1079			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
Level 5	Social Media and Critical Practice	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
	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
	Journalism Skills: Features	5HUM1100					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

		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
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
Placement Year																					
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
Tell It Slant: Writing and Reality	6HUM1039								X						X	X	X	X	X	X	X
Creative Writing Project Poetry	6HUM1174								X						X	X	X	X	X	X	X
Creative Writing Project Prose	6HUM1175								X						X	X	X	X	X	X	X
Creative Writing Project Script	6HUM1176								X						X	X	X	X	X	X	X
Gender, Sexuality and Diversity in American Film	6HUM1225								X						X	X	X	X	X	X	X



		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
Television Drama	6HUM1142								X						X	X	X	X	X	X	X
Euro-Crime on Page and Screen	6HUM1155								X						X	X	X	X	X	X	X
Film in the Global Age	6HUM1141								X						X	X	X	X	X	X	X
International Politics & Reporting Global News	6HUM1179								X						X	X	X	X	X	X	X
Journalism Skills Portfolio	6HUM1140								X		X				X	X	X	X	X	X	X
Online Journalism	6HUM1139								X						X	X	X	X	X	X	X

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1 – Major theories of communication
- A2 – The general concepts, principles and practices within multimedia and web-based publishing
- A3 – The role of communication systems, modes of representation and systems of meaning in the structuring of society
- A4 – The principles of storytelling with video or animation, use of technology to be creative; role of narrative; copyright and libel
- A5 – Major topics and historical contexts nationally and internationally within the fields of theoretical, descriptive and/or applied Media
- 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
- A8 – Communicating appropriately with a diverse range of audiences

### 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

### Practical Skills

- C1 – Construct coherent arguments
- C2 – Communicate effectively in writing, image and/or presentation
- C3 – Demonstrate a working knowledge of selected publishing software packages

### Transferable Skills

- D1 – Integrate critical or theoretical resources into their own argument or product
- D2 – Work independently or in a group showing abilities at different times to listen and contribute

- 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

D3 – Take responsibility for their own learning

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**

**Language of Delivery**

Communication, Media, Film and Cultural Studies; Linguistics;  
Creative Writing

Undergraduate

November 20

March 2022

All students entering September 2023

School of Social Sciences, Humanities, and Education

English

**Table 4 Course structure**

Course details			
Course Code	Course Description	HECOS	UCAS
HUMED	BA (Hons) Mass Communications	100444	P300
HUMED	BA (Hons) Media	100444	P700
HUMED	BA (Hons) Media and Creative Writing	100444	P902
HUMED	BA (Hons) Journalism and Creative writing	100444	P900
HUMED	BA (Hons) Journalism and Media	100444	P903