

Title of Programme: Media Programmes
Programme Code: HUMED

Programme Specification

This programme specification is relevant to students entering:
02 September 2024

Associate Dean of School (Academic Quality Assurance):
Tony Rosella

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 BA Honours Digital Media and Communications, BA Honours Creative Writing and Digital Media, BA Honours Journalism and Creative Writing, BA Honours Journalism and Digital Media and BA Honours Mass Communications

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).

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	College Lane
Programme accredited by	Not applicable
Final Qualification	BA Hons:
All Final Award titles	BA (Hons) Mass Communications
(Qualification and Subject)	BA (Hons) Mass Communications with a Year Abroad
	BA (Hons) Mass Communications with Study Abroad
	BA (Hons) Mass Communications (Sandwich)
	BA (Hons) Digital Media and Communications
	BA (Hons) Digital Media and Communications with a Year Abroad
	BA (Hons) Digital Media and Communications with Study Abroad
	BA (Hons) Digital Media and Communications (Sandwich)
	BA (Hons) Creative Writing and Digital Media
	BA (Hons) Creative Writing and Digital Media with a Year Abroad
	BA (Hons) Creative Writing and Digital Media with Study Abroad
	BA (Hons) Creative Writing and Digital Media (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 Digital Media
	BA (Hons) Journalism and Digital Media with a Year Abroad
	BA (Hons) Journalism and Digital Media with Study Abroad
	BA (Hons) Journalism and Digital Media (Sandwich)

FHEQ level of award 6

A. Programme Rationale

The programme is designed to support and teach students who want to explore the way the Media, for instance, journalism, communications, film and digital media, impact on our lives, and how they influence the social and political landscape in our globalising world. The programme seeks to prepare students for media careers, for instance in social media management, public relations, journalism, or digital media all of which are 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 from video creation to design. In their final year, students engage with real life projects such as selling their journalistic work or creating a media project for clients, to gain a better understanding of how media operates professionally.

Graduates also gain skills for careers outside the media, such as teaching, local government, and marketing. The programme also prepares students for further study at postgraduate level. The programme is affiliated to the Public Relations and Communications Association, the largest international communications trade association.

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:

- The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).
- Provide students with knowledge and understanding of major topics and historical contexts nationally and internationally within media degrees as defined by the programme specification.
- 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 media 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 degree in Digital Media and Communications 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 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.

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 Media (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
A1- Demonstrate knowledge and understanding of major theories of communication.	Acquisition of knowledge and understanding is through a combination of lectures and seminars (A1, A3, A5, A7, A8), workshops, (A2, A4, A6, A8).	Knowledge and understanding are assessed through a combination of formative and summative coursework (A1-A8) that may include reports, reflections, and essays, (A1, A3, A5, A7) A8, presentations (A1-A8), creation of media assets, (A2, A4, A6, A8) and group projects (A1-A8).
A2- Demonstrate knowledge and understanding of the underlying concepts, principles and practices within multimedia and web-based publishing.	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.	
A3- Demonstrate knowledge and understanding of the role of communication systems, modes of representation and systems of meaning in the structuring of society.		
A4- Demonstrate knowledge and understanding of the principles of storytelling with video or animation, use of technology to be creative; role of narrative; copyright and libel.		
A5- Demonstrate knowledge and understanding of		

<p>historical contexts nationally and internationally within the fields of theoretical, descriptive and/or applied Media.</p> <p>A6- Demonstrate knowledge and understanding of audio and/or visual conventions through which sounds, images and words make meaning.</p> <p>A7- Demonstrate knowledge and understanding of New and emergent media forms and their relation to both their social context and to earlier forms.</p> <p>A8- Demonstrate knowledge and understanding of Communicating appropriately with a diverse range of audiences.</p>		
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Demonstrate critical engagement with major thinkers, debates, and intellectual paradigms within media studies.</p> <p>B2- Evaluate a media product based on the broad principles of the appropriate media layout or narrative structure.</p> <p>B3- Demonstrate and understanding of 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>Intellectual skills are developed through the methods and strategies outlined above and, in-class analysis of model examples (B1, B2, B4) and the development of coursework projects in addition, B5 is taught through experiential work-related projects.</p>	<p>intellectual skills are assessed through essays, reports, and reflection, B1-B4) and reports (coursework and critical evaluation and development of a media product including documentation. (B2, B4, B5).</p>

B5- Produce work involving problem identification, analysis, and design within an appropriate legal and ethical framework.		
Practical skills	Teaching and learning methods	Assessment strategy
<p>C1- Construct coherent arguments.</p> <p>C2- Communicate effectively through a variety of mediums such as through written or oral communication, video, image, podcast, audio, social media and narrated or recorded presentation.</p> <p>C3- Demonstrate a working knowledge of selected publishing software packages.</p>	<p>Practical skills are developed through workshops e.g., software workshops for C3, use of a film studio or filming and audio equipment both within and outside workshops for C2. C1 is also developed within seminars.</p> <p>Throughout the learner is expected to consolidate their development of practical computer skills by use of computers available in the learning resources centre.</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. (C1)</p> <p>Practical skills are assessed by a range of assignments and projects built into the curriculum, e.g. the creation of media assets across a range of platforms using the conventions of the genre e.g., producing a short digital film or optimizing journalism articles for SEO (C2) Students demonstrate their knowledge of software through the production of products that demonstrate those skills (C3).</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Integrate practical, critical, or theoretical resources into their own argument or product.</p> <p>D2- Work independently or in a group showing abilities at different times to listen and contribute.</p> <p>D3- Take responsibility for their own learning.</p> <p>D4- Manage time and resources effectively by drawing on planning,</p>	<p>Transferable skills are developed through attendance and engagement with the lectures, seminars, workshops, and resources provided for independent learning whether reading lists, podcasts, sample films, or use of equipment provided through the course. (D1-D4). Group work includes activities, such as, but not limited to, production of presentations, short videos or social media assets, project work, (D2, D4). Students are signposted to the resources available to them (D3) and are expected to work to</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum – coursework across a range of mediums, (D1-D4), experiential learning such as work experience and subsequent reflection and projects (D3, D4), and presentations and practical projects. (D1-D4). Reflection is part of all project modules.</p>

organizational and project management skills.

deadline (D3). Students are expected to undertake high quality, research for the articles,

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

The programme is offered in full-time (3 years), sandwich (4 years) 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).

Under exceptional circumstances, students may choose to follow this programme at a flexible rate of study.

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 permitted to study on media modules provided they meet the pre-requisites.

Study Abroad

Students are permitted to take a year abroad at an approved provider as long as they have achieved 210 credits and take the year after completing level 5 but before level 6 and subject to visa requirements where applicable.

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

BA (Hons) Digital Media and Communications

Mode of study Full Time

Entry point Semester A.

BA (Hons) Digital Media and Communications

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
Introduction to Journalism	4HUM2011	15	0	0	100	0	A
Visual Communication	4HUM2003	15	0	0	100	0	A
Introduction to Film Criticism	4HUM1078	15	0	0	100	0	A
Sound and Image Storytelling	4HUM2002	15	0	0	100	0	B
Global Media and Society	4HUM1093	15	0	0	100	0	B
Genre, Style and Stars	4HUM2001	15	0	0	70	30	B
Journalism, Law and Ethics	4HUM1076	15	50	0	50	0	B

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

Level 5

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

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
Magazine Design	5HUM2000	15	0	0	100	0	A
Mobile Media Design	5HUM1182	15	0	0	100	0	A
Radio Journalism	5HUM1062	15	0	0	100	0	A

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Video Feature	5HUM1099	15	0	0	100	0	B
Social Media and Critical Practice	5SHE2023	15	0	0	100	0	B
New Media Branding	5HUM1115	15	0	0	100	0	B
How Journalism Changed the World: from Watergate to Social Media and Fake News	5HUM1176	15	0	0	75	25	B
Employability Skills*	5HUM1175	15	0	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:

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

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

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

BA (Hons) Creative Writing and Digital Media

Level 4

Students study 120 credits of the following modules:

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Media 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
Creative Writing							
The Writer's Art: an Introduction to Creative Writing	4HUM0104	15	0	0	100	0	A
Journeys and Quests: Adventures in Literature	4HUM1118	15	0	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	0	0	100	0	B
Writing for the screen	4HUM1115	15	0	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

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

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Media							
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
Creative Writing							
Writing for the Stage	5HUM1094	15	0	0	100	0	A
Language and Imagination: The Art of the Poem	5HUM1095	15	0	0	100	0	A
The Short Story Workshop	5HUM1180	15	0	0	100	0	A
Employability Skills	5HUM1175	15	0	0	80	20	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	% Test	% Examination	% Coursework	% Practical	Semesters
Creative Writing							
Tell It Slant: Writing and Reality	6SHE2045	15	0	0	100	0	B
Creative Writing Project Poetry*	6HUM1174	30	0	0	100	0	AB
Creative Writing Project Prose*	6HUM1175	30	0	0	100	0	AB
Creative Writing Project Script*	6HUM1176	30	0	0	100	0	AB

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

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Media							
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	6HUM1161	15	0	0	70	30	A
Advertising	6HUM1132	15	0	0	100	0	A
Music, Celebrity and Media	6HUM1231	15	0	0	100	0	B
Creative Writing							
Writing for Popular Fiction Markets	6HUM1216	15	0	0	100	0	A
Writing Serial Drama	6HUM1215	15	0	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:

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Journalism							
Introduction to Journalism	4HUM2011	15	0	0	100	0	A
Journalism and Politics	4SHE2046	15	0	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	50	0	50	0	B
Journalism Skills: Multiplatform	4HUM1120	15	0	0	100	0	B
Creative Writing							
The Writer's Art: an Introduction to Creative Writing	4HUM0104	15	0	0	100	0	A
Journeys and Quests: Adventures in Literature	4HUM1118	15	0	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	0	0	100	0	B
Writing for the screen	4HUM1115	15	0	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:

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Journalism							
Journalism Skills News	5HUM1153	15	20	0	80	0	A
Radio Journalism	5HUM1062	15	0	0	100	0	A
Journalism Skills: Features	5HUM1100	15	0	0	100	0	B
How Journalism Changed the World: from Watergate to Social Media and Fake News*	5HUM1176	15	0	0	75	25	B
Creative Writing							
Poetry, Prose and Publishing	5HUM1149	15	0	0	100	0	B
Real Stories Well Told	5HUM2002	15	0	0	100	0	B
Employability Skills*	5HUM1175	15	0	0	80	20	B

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Creative Writing							
Writing for the Stage	5HUM1094	15	0	0	100	0	A
Language and Imagination: The Art of the Poem	5HUM1095	15	0	0	100	0	A
The Short Story Workshop	5HUM1180	15	0	0	100	0	A

*Students may take 5HUM1175 Employability Skills (15 credits) instead of the Creative Writing module 5HUM2002 Real Stories Well Told or instead of the Journalism module 5HUM1176 How Journalism Changed the World: from Watergate to Social Media and Fake News

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:

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Journalism							
International Politics and Reporting Global News	6HUM1179	15	0	0	65	35	A
Journalism Skills Portfolio	6HUM1140	30	0	0	100	0	AB
Launching a Digital Publication	6CTA2058	15	0	0	100	0	B
Creative Writing							
Creative Writing Project Poetry*	6HUM1174	30	0	0	100	0	AB
Creative Writing Project Prose*	6HUM1175	30	0	0	100	0	AB
Creative Writing Project Script*	6HUM1176	30	0	0	100	0	AB
Tell It Slant: Writing and Reality	6SHE2045	15	0	0	100	0	B

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

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Creative Writing							
Writing for Popular Fiction Markets	6HUM1216	15	0	0	100	0	A
Writing Serial Drama	6HUM1215	15	0	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 Digital Media

Level 4

Students study 120 credits of the following modules:

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Journalism							
Introduction to Journalism	4HUM2011	15	0	0	100	0	A
Journalism and Politics	4SHE2046	15	0	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	50	0	50	0	B
Journalism Skills: Multiplatform	4HUM1120	15	0	0	100	0	B
Media							
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

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:

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Journalism							
Journalism Skills News	5HUM1153	15	20	0	80	0	A
Radio Journalism	5HUM1062	15	0	0	100	0	A
Journalism Skills: Features	5HUM1100	15	0	0	100	0	B
How Journalism Changed the World: from Watergate to Social Media and Fake News	5HUM1176	15	0	0	75	25	B
Media							
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 Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Media							
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 5HUM1175 Employability Skills instead of the Journalism module 5HUM1176 How Journalism Changed the World: from Watergate to Social Media and Fake News or instead of one of the optional semester B Media modules:

Optional Modules Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Employability Skills	5HUM1175	15	0	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	%Test	% Examination	% Coursework	% Practical	Semesters
Journalism							
International Politics and Reporting Global News	6HUM1179	15	0	0	65	35	A
Journalism Skills Portfolio	6HUM1140	30	0	0	100	0	AB
Launching a Digital Publication	6CTA2058	15	0	0	100	0	B

Optional Modules Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Media							
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	6HUM1161	15	0	0	70	30	A
Advertising	6HUM1132	15	0	0	100	0	A
Music, Celebrity and Media	6HUM1231	15	0	0	100	0	B
Creating a PR Campaign	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*.

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	% 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 made up of 30 credits each in three of the following subjects:

Optional Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Media							
Visual Communication	4HUM2003	15	0	0	100	0	A
Sound and Image Storytelling	4HUM2002	15	0	0	100	0	B
Creative Writing							
The Writer's Art: an Introduction to Creative Writing	4HUM0104	15	0	0	100	0	A
Genre Fiction: Building Worlds	4HUM1109	15	0	0	100	0	B
English Language							
Introduction to English Linguistics 1	4HUM1150	15	80	0	20	0	A
Language in the Media	4HUM1136	15	0	0	100	0	B
Film							
Introduction to Film Criticism	4HUM1078	15	0	0	100	0	A

Genre, Style and Stars	4HUM2001	15	0	0	70	30	B
Journalism							
Introduction to Journalism	4HUM2011	15	0	0	100	0	A
Journalism, Law and Ethics	4HUM1076	15	50	0	50	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	% 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 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	% Test	% Examination	% Coursework	% Practical	Semesters
Media							
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
Creative Writing							
Language and Imagination: The Art of the Poem	5HUM1095	15	0	0	100	0	A
Real Stories Well Told	5HUM2002	15	0	0	100	0	B
English Language							
Language in Society	5HUM0357	15	0	0	100	0	A
Forensic Linguistics	5HUM1076	15	0	0	100	0	B
Film							
US Cinema: From Studio Era to Digital Age	5HUM1129	15	0	0	60	40	B
Film Production	5HUM1103	15	0	0	100	0	A

Journalism							
Journalism Skills News	5HUM1153	15	20	0	80	0	A
Journalism Skills: Features	5HUM1100	15	0	0	100	0	B

Progression to level 6 requires a minimum of 210 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 Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Module Title							
Media							
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	6HUM1161	15	0	0	70	30	A
Advertising	6HUM1132	15	0	0	100	0	A
Music, Celebrity and Media	6HUM1231	15	0	0	100	0	B
Creating a PR Campaign	6HUM2000	15	0	0	100	0	B
Creative Writing**							
Writing for Popular Fiction Markets	6HUM1216	15	0	0	100	0	A
Writing Serial Drama	6HUM1215	15	0	0	100	0	A
Tell It Slant: Writing and Reality	6SHE2045	15	0	0	100	0	B
English Language							
Global Englishes	6HUM1158	15	0	0	100	0	A
Meaning and Context	6HUM1020	15	30	0	70	0	B
Communication and Cultures	6HUM1213	15	0	0	100	0	B
Film							
Television Drama	6HUM1142	15	0	0	100	0	A
Gender, Sexuality and Diversity in American Film	6HUM1225	15	0	0	100	0	B
Euro-Crime on Page and Screen*	6HUM1155	15	0	0	100	0	B
Journalism							
International Politics and Reporting Global News	6HUM1179	15	0	0	65	35	A
Journalism Skills Portfolio	6HUM1140	30	0	0	100	0	AB

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

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

Validated modules not offered in 2024-2025

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

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)	Digital Media and Communications; Digital Media and Communications with a Year Abroad; Digital Media and Communications with Study Abroad; Digital Media and Communications (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)	Creative Writing and Digital Media; Creative Writing and Digital Media with a Year Abroad; Creative Writing and Digital Media with Study Abroad; Creative Writing and Digital 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)	Journalism and Creative Writing; Journalism and Creative Writing with a Year Abroad; Journalism and Creative Writing with Study Abroad; Journalism and Creative Writing (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 the programme learning outcomes
BA (Hons)	Journalism and Digital Media; Journalism and Digital Media with a Year Abroad; Journalism and Digital Media with Study Abroad; Journalism and Digital 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)	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: 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	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.

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.

- Progression from one Level to the next depends on meeting the prerequisite requirements which are that students will generally 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 Specifications

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.
- 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.
- The programme committee which has a membership which includes all of the above plus an Information Manager and student representatives.
- 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

Support

Students are supported by:

- An induction week at the beginning of each new academic session.
- Overseas Orientation
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc
- Office of Dean of Students, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- 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
- Attractive modern study environments in 2 Learning Resources Centres
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Medical Centre
- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site
- Creative Arts Student Support Tutors.

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:

- A dedicated programme site
- A Definitive Module Document (DMD) for each constituent module;
- Module information is within the Canvas site for each 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:
please refer to the relevant page for the Course on the University website or on the online prospectus.

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:
hhaq@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

Journalism and Digital Media, Mass Communications, Creative Writing and Digital Media, Creative Writing and Journalism, Digital Media and Communications

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	A8	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4
Level 4	Introduction to Journalism	4HUM2011	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Introduction to Media Communications	4HUM1072	X	X	X		X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
	Visual Communication	4HUM2003	X	X		X		X	X	X		X	X	X	X		X	X	X	X	X	X
	Introduction to Film Criticism	4HUM1078	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	X	X	X	X	X	X	X	X	X
	Global Media and Society	4HUM1093	X		X		X		X	X	X	X	X			X	X		X	X	X	X
	Journalism, Law and Ethics	4HUM1076			X	X									X	X	X		X	X	X	X
	Journalism Skills: Multiplatform	4HUM1120		X		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	X
	Genre, Style and Stars	4HUM2001	X		X	X	X	X	X	X	X	X	X			X	X		X	X	X	X
	The Writer's Art: an Introduction to Creative Writing	4HUM0104	X		X	X			X	X	X			X	X	X	X		X	X	X	X
	Genre Fiction: Building Worlds	4HUM1109	X		X	X			X	X	X	X	X	X	X	X	X		X	X	X	X
	Journeys and Quests: Adventures in Literature	4HUM1118	X		X	X			X	X	X			X	X	X	X		X	X	X	X
	Writing for the screen	4HUM1115	X		X	X			X	X	X	X	X	X	X	X	X		X	X	X	X
	Introduction to English Linguistics 1	4HUM1150	X		X					X	X			X	X	X	X	X	X	X	X	X
Language in the Media	4HUM1136	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
	Research Methods in Media Communications	5HUM1098	X		X		X		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
	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
	Journalism Skills News	5HUM1153	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Journalism Skills: Features	5HUM1100			X	X		X	X	X		X			X	X	X		X	X	X	X

Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4
Radio Journalism	5HUM1062	X	X	X	X	X	X	X	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	X	X	X	X	X
Forensic Linguistics	5HUM1076	X		X					X	X			X	X	X	X	X	X	X	X	X
How Journalism Changed the World: from Watergate to Social Media and Fake News	5HUM1176	X	X	X	X	X		X	X	X		X		X	X		X	X	X	X	X
Social Media and Critical Practice	5SHE2023	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Film Production	5HUM1103	X		X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
US Cinema: Studio System to Digital Age	5HUM1129	X		X	X	X	X	X	X	X	X	X			X	X		X	X	X	X
Media in an International Context	5HUM1097								X				X	X	X	X	X	X	X	X	X
Writing for the Stage	5HUM1094	X		X	X			X	X	X			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	X	X		X	X	X	X
Poetry, Prose and Publishing	5HUM1149	X		X	X			X	X	X	X	X	X	X	X	X		X	X	X	X
Literature at Work	5HUM1124	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Real Stories Well Told	5HUM2002	X		X	X				X	X			X	X	X	X		X	X	X	X
The Short Story Workshop	5HUM1180	X		X	X			X	X	X			X	X	X	X		X	X	X	X
Placement Year	6HUM1097	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Web Design for Media Professionals	6HUM2001	X	X	X	X		X	X	X		X		X	X		X	X	X	X	X	X
Professional Practice Publishing Project	6HUM1224	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	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	X	X	X	X
Music, Celebrity and Media	6HUM1231	X	X	X	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
Corporate Communications	6HUM1134	x	x	x	x	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	x	x	x
Representation and Identity in Contemporary media	6HUM1161	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	X	X	X	X	X
Meaning and Context	6HUM1020	X		X					X	X			X	X	X	X	X	X	X	X	X
Communication and Cultures	6HUM1213	X		X					X	X			X	X	X	X	X	X	X	X	X

Level 6

Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4
Tell It Slant: Writing and Reality	6SHE2045	X		X	X			X	X	X			X	X	X	X		X	X	X	X
Creative Writing Project Poetry	6HUM1174	X		X	X			X	X	X			X	X	X	X		X	X	X	X
Creative Writing Project Prose	6HUM1175	X		X	X			X	X	X			X	X	X	X		X	X	X	X
Creative Writing Project Script	6HUM1176	X		X	X			X	X	X			X	X	X	X		X	X	X	X
Gender, Sexuality and Diversity in American Film	6HUM1225	x		x	x	x	x	x	x	x	x	x			x	x		x	x	x	x
Television Drama	6HUM1142	x		x	x	x	x	x	x	x	x	x			x	x		x	x	x	x
Euro-Crime on Page and Screen	6HUM1155	x		x	x	x	x	x	x	x	x	x			x	x		x	x	x	x
Film in the Global Age	6HUM1141	x		x	x	x	x	x	x	x	x	x			x	x		x	x	x	x
International Politics and Reporting Global News	6HUM1179	X			X	X			X					X	X	X	X	X	X	X	X
Journalism Skills Portfolio	6HUM1140		X		X			X	X					X	X	X	X	X	X	X	X
Launching a Digital Publication	6CTA2058		X	X	X			X	X		X			X	X	X	X	X	X	X	X
Writing Serial Drama	6HUM1215	X	X	X	X	X	X		X	X	X	X	X		X	X		X	X	X	X
Writing for Popular Fiction Markets	6HUM1216	X	X	X	X	X			X	X	X	X	X		X	X		X	X	X	X

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1 – Demonstrate knowledge and understanding of major theories of communication
- A2 – Demonstrate knowledge and understanding of the underlying concepts, principles and practices within multimedia and web-based publishing.
- A3 – Demonstrate knowledge and understanding of the role of communication systems, modes of representation and systems of meaning in the structuring of society.
- A4 – Demonstrate knowledge and understanding of the principles of storytelling with video or animation, use of technology to be creative; role of narrative; copyright and libel.
- A5 – Demonstrate knowledge and understanding of major topics and historical contexts nationally and internationally within the fields of theoretical, descriptive and/or applied Media.
- A6 – Demonstrate knowledge and understanding of the audio and/or visual conventions through which sounds, images and words make meaning

Practical Skills

- C1 – Construct coherent arguments.
- C2 – Communicate effectively through written or oral communication, video, image, podcast, audio, social media and narrated or recorded presentation.
- C3 – Demonstrate a working knowledge of selected publishing software packages.

- A7 – Demonstrate knowledge and understanding of new and emergent media forms and their relation to both their social context and to earlier forms.
- A8 – Demonstrate knowledge and understanding of 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.
- 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.

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.
- D3 – Take responsibility for their own learning.
- D4 – Manage time and resources effectively by drawing on planning, organizational and project management skills.

Table 3: Development of Graduate Attributes in the Constituent Modules

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules.

D = Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4	Introduction to Journalism	4HUM2011	D			D	D	D
	Introduction to Media Communications	4HUM1072	D	D		D	D	D
	Visual Communication	4HUM2003	D			D	D	D
	Introduction to Film Criticism	4HUM1078	D	D			D	
	Journalism and Politics	4SHE2046	D	D	D	D	D	D
	Global Media and Society	4HUM1093	D	D	D	D	D	D
	Journalism, Law and Ethics	4HUM1076	D	D				D
	Journalism Skills: Multiplatform	4HUM1120	D	D		D	D	D
	The Writer's Art: an Introduction to Creative Writing	4HUM0104	D	D	D	D	D	D
	Genre Fiction: Building Worlds	4HUM1109		D	D	D	D	D
	Writing for the screen	4HUM1115	D	D	D	D	D	D
	Introduction to English Linguistics 1	4HUM1150	D	D		D	D	D
	Language in the Media	4HUM1136	D	D	D	D	D	D
	Journeys and Quests: Adventures in Literature	4HUM1118	D	D	D	D	D	D
	Genre, Style and Stars	4HUM2001	D	D	D	D	D	D
Level 5	Social Media and Critical Practice	5SHE2023	D	D	D	D	D	D
	Research Methods in Media Communications	5HUM1098	D	D	D	D	D	D
	Mobile Media Design	5HUM1182	D	D		D	D	D
	New Media Branding	5HUM1115	D	D		D	D	D
	Video Feature	5HUM1099	D	D	D	D	D	D
	Magazine Design	5HUM2000	D	D	D	D	D	D
	Journalism Skills News	5HUM1153	D	D	D	D	D	D
	Journalism Skills: Features	5HUM1100	D	D	D	D	D	D
	Radio Journalism	5HUM1062	D	D	D	D	D	D

Level 6	How Journalism Changed the World: from Watergate to Social Media and Fake News	5HUM1176	D	D	D	D	D	D
	Social Media	5HUM1063	D	D	D	D	D	D
	Language in Society	5HUM0357	D	D	D	D	D	D
	Forensic Linguistics	5HUM1076	D	D	D	D	D	D
	Film Production	5HUM1103	D	D	D	D	D	D
	US Cinema: Studio System to Digital Age	5HUM1129	D	D		D	D	D
	Media in an International Context	5HUM1097	D	D	D		D	D
	Writing for the Stage	5HUM1094	D	D	D		D	D
	Language and Imagination: The Art of the Poem	5HUM1095		D	D		D	D
	Poetry, Prose and Publishing	5HUM1149	D	D	D	D	D	D
	Literature at Work	5HUM1124	D	D	D	D	D	D
	The Short Story Workshop	5HUM1180	D	D			D	
	Placement Year	6HUM	D	D	D	D	D	D
	Web Design for Media Professionals	6HUM2001	D	D	D	D	D	D
	Professional Practice Publishing Project	6HUM1224	D	D	D	D	D	D
	Professional Media Practice Project	6HUM1223	D	D	D	D	D	D
	Music, Celebrity and Media	6HUM1231	D	D		D	D	D
	Advertising	6HUM1132	D	D	D	D	D	D
	Corporate Communications	6HUM1134	D	D		D	D	D
	Creating a PR Campaign	6HUM2000	D	D	D	D	D	D
	Representation and Identity in Contemporary media	6HUM1161	D	D		D	D	D
	Global Englishes	6HUM1158		D	D			D
	Meaning and Context	6HUM1020		D			D	D
	Communication and Cultures	6HUM1213		D			D	D
	Tell It Slant: Writing and Reality	6SHE2045		D				D
	Creative Writing Project Poetry	6HUM1174	D	D			D	
	Creative Writing Project Prose	6HUM1175	D	D			D	
	Creative Writing Project Script	6HUM1176	D	D			D	
	Gender, Sexuality and Diversity in American Film	6HUM1225	D	D		D	D	D
	Television Drama	6HUM1142	D	D		D	D	D
	Euro-Crime on Page and Screen	6HUM1155		D	D		D	D
	Film in the Global Age	6HUM1141		D	D		D	D
	International Politics and Reporting Global News	6HUM1179	D	D	D		D	D

	Journalism Skills Portfolio	6HUM1140	D	D		D		D
	Launching a Digital Publication	6CTA2058	D	D		D		D
	Writing Serial Drama	6HUM1215	D	D		D	D	D
	Writing for Popular Fiction Markets	6HUM1216	D	D		D	D	D

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

December 2023

Level 4 entering September 2024

School of Creative Arts

English

Table 4 Course structure

Course details			
Course Code	Course Description	HECOS	UCAS
CTMC	BA (Hons) Mass Communications	100444	P300
CTDMC	BA (Hons) Digital Media and Communications	100444 (50%), 100443 (50%)	P700
CTCWDM	BA (Hons) Creative Writing and Digital Media	100444 (50%) 100046 (50%)	P902
CTJCW	BA (Hons) Journalism and Creative writing	100445 (50%) 100046 (50%)	P900
CTJDM	BA (Hons) Journalism and Digital Media	100444 (50%) 100445 (50%)	P903