

Programme specification

BA (Hons) Media

BA (Hons) Media – Joint Honours



<i>School:</i>	Humanities, Religion and Philosophy
<i>Entry in:</i>	September 2019
<i>Awarding Institution:</i>	York St John University
<i>Teaching Institution:</i>	York St John University
<i>Delivery Location:</i>	York St John University
<i>Programme/s Accredited by:</i>	Not applicable
<i>Exit Awards:</i>	BA (Ord) Media Diploma of Higher Education Media Certificate of Higher Education Media
<i>UCAS Code / GTTR / Other:</i>	P305
<i>Joint Honours Combinations:</i>	Media and Film Studies - UCAS code: P391 Media and Creative Writing - UCAS code: WP83 Media and English Literature - UCAS code: PQH3
<i>QAA Benchmark Group(s):</i>	Communication, Media, Film and Cultural Studies
<i>Mode/s of Study:</i>	Full-time for 3 years Part-time for 6 years
<i>Language of Study:</i>	English

Introduction and Special Features

The Media Single Honours and Joint Honours programmes are progressive degrees which are up to date with recent developments in the discipline. Key things that you will experience through the degree are:

- An exploration of the “de-Westernisation” of Media Studies which offers a cosmopolitan view of the media in a global context
- A commitment to exploring power relationships in contemporary media; the ways in which media are central to some of the burning social and ideological issues of our time
- A creative and analytical immersion with technologies, project management and communication skills, resulting in opportunities for you to raise your profile as an employable graduate in the media and creative industries
- A critical investigation into the profound impact digital culture is having upon the world, and in turn individual, social and (inter)national identities

A number of exciting major factors will enhance the student experience and these are:

- 1) The integration of our *Neutral* project as an e-publication driven by the talent and dedication of our students. Here is our latest edition: <http://2017.neutralmagazine.com/>
- 2) A vibrant schedule of excursions, field trips and events which allow you to explore media cultures on a local, national and international level (an excursion that is subsidised by the Programme)
- 3) A healthy roster of visiting speakers, industry experts and academics who will enrich the discourse of the programme and provide you with a practical insight into media in a commercial and creative context
- 4) Dedicated mentoring across levels from professional designers and experts who will help you to develop your technical ability

Opportunities to engage with alumni who have successfully completed the programme

We maintain our pairings with Creative Writing, Literature and Film Studies and these subjects complement each other extremely well and allow students to develop their own interests both in and across their subjects.

We believe that the de-Westernised nature of the proposed programme and the inherently global discourse emblematic of contemporary Media Studies is an attractive product for an international audience as well as a UK audience interested in exploring the complex and influential nature of media in a personal, social and philosophical context.

Admissions Criteria

The University's general entry criteria for [undergraduate](#) study apply.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#). We also consider applications for entry with advanced standing.

Programme Aims

AIMS

The aims of the Media programmes are:

- to provide students with a comprehensive grounding in the concepts, theories, methodologies, issues and debates on the subject of Media.
- to examine the evolution of communication through oral, visual, print and electronic media.
- to enable students to develop key academic, generic, cognitive and technical skills which will enhance employment potential.
- to facilitate personal development to enable students to be independent, effective in interpersonal and professional situations and be able to undertake further academic study.
- to engage with the discipline as a de-westernised subject and explore the ways in which media operates in a global and transnational contexts.
- to encourage students to explore the implications of their academic study in the wider society to which they belong.

Level 4 (Certificate of Higher Education) – Learning Outcomes

Level one modules engage students with a range of analytical and research techniques and methods, as well as introducing them to various conceptual frameworks. Level one modules will enable the student to achieve a knowledge and application of generic core skills in communication, problem solving, team-work and personal management in order to establish the foundation to the programme of study.

Upon completion of level one, students will be able to:

- 1.1 gather and organise information from recommended sources informed by a knowledge of ethical research practices.
- 1.2 Identify and practice the key elements for both short-term and long-term academic development

- 1.3 demonstrate knowledge of underlying conceptual, theoretical and historical and ethical perspectives relevant to the study of Media
- 1.4 demonstrate competence in the analysis and evaluation of media texts
- 1.5 consider and evaluate the relevant skills and learning requirements for working independently and in groups
- 1.6 communicate effectively using a range of key skills appropriate for the audience and purpose

Level 5 (Diploma of Higher Education) – Learning Outcomes

Level two modules build on the foundation established at Level one by enabling the student to apply theories and concepts and to continue practising generic core skills. Students engage in a greater level of conceptual thinking and are encouraged to embark upon, plan and execute work more autonomously (individually and in a team) and to take increasing responsibility for the process of their own learning. Students are prepared for more independent working practices, which use their ability to transfer academic learning into the real world.

Upon completion of Level two, students will be able to:

- 2.1 demonstrate a critical understanding of the key theories, debates and concepts in Media, to which they have been introduced
- 2.2 effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences
- 2.3 use a range of established and ethical techniques to source materials and use them critically and creatively
- 2.4 demonstrate a reflective understanding of their knowledge as Media students, its limits and how this influences analysis and interpretation
- 2.5 develop professional, entrepreneurial and career skills, and utilise key skills in the context of work related learning (or equivalent module on Joint Honours subject pairing)
- 2.6 critically analyse data and information relevant to study of Media

Level 6 – Learning Outcomes

Level three modules enable students to take a high degree of responsibility for the planning, direction and management of their own learning. Students are required to work with an enhanced degree of autonomy and independence, and demonstrate increased powers of self-criticism.

On completion of ordinary degree, students will be able to:

- 3.1 demonstrate key aspects of the study of Media, including ethical acquisition of coherent and detailed knowledge for the purpose of research
- 3.2 Express a systematic understanding of the key strands of the degree; media power and ethics, audience; digital culture; transnationalism; visual culture
- 3.3 demonstrate independence, innovation and entrepreneurial skills in working and academic practices
- 3.4 explore and evaluate arguments, assumptions and abstract concepts and effectively engage with such matters as a critical thinker
- 3.5 communicate subject-relevant information, ideas and arguments effectively to specialist and non-specialist audiences

For Honours

3.6 synthesise and apply complex theoretical perspectives and concepts to a range of situations and issues relevant to the subject areas studied

Programme Structure

Level 4 provides you with comprehensive introduction of key issues, debates and study skills and involves the use of technology to enhance your learning. Also, there will be opportunities for short field trips and engagement with our outside partners. You will also be introduced to research skills and practices which will be developed throughout the degree.

Level 5 engages in key debates and emphasises the global nature of media and socio/political issues. In addition, more complex and creative approaches to technology enhanced learning are developed, specifically within the context of employability and media in a commercial and cultural industry environment and visiting speakers will help you to see the study of media in practice. This will also include opportunities to participate in trips to other cities as media hubs. In addition, we will foster your research skills in preparation for specialist research in your final year.

Level 6 focuses on specialised subjects that have been previously woven into the courses and you will have choices which allow you to study particular areas that you are passionate about. This final year of study also includes an international field trip (past destinations include Istanbul and Madrid) and the development of a dissertation special study to showcase your abilities. In this final chapter of your study at undergraduate level your research skills will be tested as a part of your special study and you will also be invited to take part in some exciting field study research.

Below is the roster of modules.

Status of Module									
Code	Level	Semester	Title	Credits	Single Honours	JH Media and Film Studies	JH Creative Writing and Media	JH Media and English Literature	
1CP204	1	1	Media, Culture and Society	20	C	C	C	C	
1CP203	1	1	Media Research	20	C	C	C if taken ¹	C if taken ¹	
1CP202	1	1	Media Publics and Power	20	C	N/A	N/A	N/A	
1CP200	1	2	Writing the Media	20	C	C	C	C	
1CP201	1	2	Critical Perspectives	20	C	O	O	O	
1CP205	1	2	The Medium is the Message	20	C	O	O	O	
2CP201	2	1	Issues of Taste	20	C	O	O	O	
2CP202	2	1	Popular Genres	20	C	O	O	O	
2CP203	2	1	Visual Culture	20	C	O	O	O	
2CP204	2	2	Globalisation	20	C	O	O	O	
2CP205	2	2	Media Enterprise (work related learning module)	20	C	C	C if taken ¹	C if taken ¹	

2CP200	2	2	Convergence Culture	20	C	O	O	O
3FS100	3	1	Animations	20	C	O	O	O
3CP200	3	1	Futures	20	C	O	O	O
3CP201	3	2	Media Geographies (includes international field trip)	20	C	O	O	O
3EN290	3	2	Gender and Sexualities	20	O	O	O	O
3AS201	3	2	Pop Americana	20	O	O	O	O
3CP203	3	1&2	40 Credit Special Study	40	CA if taken ¹			
3CP202	3	1&2	20 Credit Special Study	20	CA if taken ¹			

***C**: Compulsory, **CA**: Compulsory for award, **O**: option

Teaching, Learning and Assessment

You will take part in lectures, seminars, workshops, task focused activities, field-trips and excursions and informative engagement with media practitioners and creatives.

This is backed up by three distinct features:

- research informed teaching where experts in their subjects will work with you and develop your knowledge
- a schedule of tutorial support where you will gain advice and guidance on how to progress academically
- technology enhanced programme instruction from experts that will help you to learn how to use media as a critical and creative tool

You will be assessed in a variety of ways including essays, portfolios, single and group presentations (for example, voice-over commentaries using iPads and tablets), interactive e-portfolios (using platforms such as Word Press), creative visual pieces. All of these will be introduced at Level1 and then developed throughout the degree.

Progression and Graduation Requirements

The University's [general regulations for undergraduate awards](#) apply to this programme.

For Honours:

Special Study (20 or 40 credit) is Compulsory for Award

Internal and External Reference Points

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

¹ Compulsory if taken modules indicate that students are given an option of compulsory modules. This may be an option between two dissertation/special study modules, or a choice between core skills modules where the student is enrolled in joint honours and can take, for example, the employability module from either programme.

Further Information

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (school)
- Module handbooks (school)

Date written / revised: 23/01/14, July 2017