

Programme Specification

BA (Hons) Media and Communication

<i>School:</i>	Humanities
<i>Subject area:</i>	Media and Film Studies
<i>Entry from academic year:</i>	2021-22
<i>in the month(s) of</i>	September
<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 accredited
<i>Exit awards:</i>	Certificate of Higher Education Media and Communication Diploma of Higher Education Media and Communication BA (Ord) Media and Communication
<i>UCAS code / GTTR / other:</i>	
<i>Joint Honours combinations:</i>	Film Studies and Media Creative Writing and Media Media and English Literature
<i>QAA subject benchmark statement(s):</i>	Communication, Media, Film and Cultural Studies (2019)
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for full time / part time
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes

Introduction and special features

If you aspire to engage your community and the world through media, research and creative input then this is the Media and Communication degree for you.

The Media and Communication programme is a progressive degree which is up to date with recent developments in the discipline. Key aspects of the programme are:

- An exploration of the 'de-colonialization' of Media Studies which offers views 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 (e.g. environmental sustainability, globalisation, perspectives of national identity).
- 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.

¹ The standard period of study will apply unless otherwise stated

A number of exciting initiatives you will experience include:

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://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 (including an international excursion that is subsidised by the Programme and none of the other excursion are of any additional cost to students).
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 (including our own programme dedicated member of staff) and experts who will help you to develop your technical ability and creative capacities.

We will help cultivate your skills to help enhance your future chances of employment both in modules, across the curriculum and by inclusion of the extra-curricula schedule.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

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.yorksj.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 aim(s)

1. To encourage students to develop an informed and critical understanding of key themes and debates within Media and Communications.
2. To enhance students' development as independent learners and media scholars
3. To support students in developing a range of transferable skills to equip them for employment and lifelong learning
4. To develop an ability to reflect critically on the process of researching, writing, analysing, and forming an academic argument
5. To provide a supportive learning environment that meets the needs of a diverse set of learners
6. To enhance students' development of appropriate skills in communication, analysis, collaboration, research, and self-management

Programme Learning Outcomes

Upon successful completion of the programme students will be able to:

Level 4

- 4.1 Gather and organise information from recommended sources in the discipline of Media and Communication.
- 4.2 Identify and practice the key elements (e.g. essay writing, portfolio building, presentation, etc.) for both short-term and long-term academic development.
- 4.3 Demonstrate awareness of foundational conceptual, theoretical and historical perspectives relating to Media and its cultural contexts.
- 4.4 Demonstrate competence in the analysis and evaluation of a range of Media texts.

- 4.5 Consider and evaluate some of the relevant skills and learning requirements for working independently and in groups.
- 4.6 Communicate effectively using a range of key skills appropriate for the audience and purpose.

Level 5

- 5.1 Demonstrate a critical understanding of the key theories and concepts relating to the study of Media and Communication.
- 5.2 Critically analyse data and information relevant to study Media and Communication.
- 5.3 Demonstrate effective research skills and methodologies in preparation for dissertation level study.
- 5.4 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences.
- 5.5 Make appropriate selections of materials and use them analytically and critically in the exploration of Media.
- 5.6 Demonstrate professional and career skills, and utilise key skills in the context of work-related learning.

Level 6

- 6.1 Apply the appropriate application of advanced research skills.
- 6.2 Deploy accurately established techniques of critical analysis and enquiry to the key conceptual strands of the degree; Transnational Media, Media and Power; Media in the Creative Industries; Media and Identity.
- 6.3 Demonstrate and apply independence, innovation and entrepreneurial skills in both employability focussed and academic practices.
- 6.4 Devise and sustain arguments, abstract concepts and effectively engage with such matters as a critical thinker.
- 6.5 Apply a complex understanding of subject-relevant information, ideas and arguments effectively to specialist and non-specialist audiences.
- 6.6 Synthesise and apply complex theoretical perspectives and concepts to a range of situations and issues relevant to Media and Communication studies.

Programme structure

Code	L e v e l	Se m e s t e r	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non- compensatable (NC) or compensatable (X)
MED4005M	4	1	Media, Culture and Society	20	C	X
MED4004M	4	1	Research in Practice	20	C	X
MED4003M	4	1	Media, Publics and Power	20	C	X
MED4007M	4	2	Mediated Identities	20	C	X
MED4008M	4	2	Media Evolution and History	20	C	X
MED4002M	4	2	Critical Perspectives	20	C	X
MED5001M	5	1	Culture, Controversy and Media	20	C	X
MED5002M	5	1	Music and Media	20	C	X
MED5003M	5	1	Visual Culture	20	C	X
MED5004M	5	2	Media Enterprise	20	C	X
MED5005M	5	2	Life Online	20	C	X
MED5006M	5	2	Globalisation, Media and Sustainability	20	C	X
MED6001M	6	1&2	Dissertation	40	C	NC
MED6002M	6	1	Futures	20	C	X
FIL6001M	6	1	Animations	20	C	X
MED6005M	6	2	Media Spaces	20	C	X
¹Choose either MED60054M or MED6006M in semester 2						
MED6004M	6	2	Pop Americana: Mass Culture and National Identity	20	O ¹	X
MED6006M	6	2	Gender and Sexualities: Issues and Debates	20	O ¹	X

Any modules that must be passed for progression or award are indicated in the table above as non-compensatable. A non-compensatable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

Learning, teaching and assessment

Throughout the BA (Hons) Media and Communication programme, your learning will be structured so that your knowledge and skills are continually developed across the three levels of study. This will allow you to not only learn to engage with a number of dialogues and practices, but also develop a skillset that will be of use in further endeavours and careers. You will take part in lectures, seminars, workshops, task focused activities, field trips and excursions and informative engagement with media practitioners and creatives.

At times a module might involve you working during a Semester with lecturers in one capacity and then with a designer in another to produce a creative and critical portfolio. At other times, you will work in seminars and then visit places (e.g. art galleries) and events (such as a short film festival) to see and reflect upon media in action.

This is enhanced 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 Level 4 and then developed throughout the degree.

Progression and graduation requirements

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

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: July 2020

Programme originally approved: July 2020