



Programme Specification (Postgraduate)

Date amended: 27/03/19,

for students entering in

2019/20

1. Programme Title(s):

MA in Digital Media and Society

PG Diploma/PG Certificate in Digital Media and Society*

*Exit awards only

2. Awarding body or institution:

University of Leicester

3. a) Mode of study

Full Time

b) Type of study

Campus Based

4. Registration periods:

The normal period of registration is 12 months

The maximum period of registration is 24 months

5. Typical entry requirements:

Candidates should normally have at least a good second class honours degree in any discipline, though a Social Science degree would be particularly relevant, from an institution recognised by the University. Applicants who do not have a first degree, but who can demonstrate other relevant qualifications and/or experience may also be considered.

Where English is not the first language, students are required, prior to admission to the Centre, to provide evidence of their proficiency in both written and spoken English. This should usually be a score of 6.5 in the British Council IELTS test or a score of 600 in the TOEFL.

6. Accreditation of Prior Learning:

N/A

7. Programme aims:

The key learning objectives of this MA programme are:

- To give students a thorough grounding in ground-breaking developments in digital media technologies, globally, nationally, and regionally, with particular reference to shifts in society, culture, politics and economics associated with such developments.
- To provide students with a comprehensive understanding of key concepts and theories associated with digital media, including the network society, online behavior, digital sociology and politics.
- To encourage and support critical and reflective appraisal of the complexities of the relationship between digital media and society, as well as of the concepts and phenomena marking this relationship.
- To train students in the use of research methods for the analysis of the online/digital world (e.g., online and digital research).
- To enhance students' intellectual autonomy through providing the resources and skills for students to undertake their own study, analysis and research projects in the field of online and digital media.

8. Reference points used to inform the programme specification:

- QAA Framework for Higher Education Qualifications
- University of Leicester Learning and Teaching Strategy:
<http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- University Employability Strategy
- Annual Developmental Review
- Periodic Developmental Review Reports
- External examiners' reports
- First Destinations Data
- Surveys of registered DMC taught postgraduate students

9. Programme Outcomes:

The Intended Learning Outcomes listed below refer to Postgraduate Diploma and Master's level, except where indicated otherwise.

Intended Learning Outcomes	Teaching and Learning	How Demonstrated?
(a) Subject and Professional skills		
Knowledge		
Advanced knowledge of a range of areas in the digital media landscape and the Internet. For the PG Cert: Knowledge of the theories, methodologies and approaches used for studying the subject For the MA and PG Dip: Advanced knowledge of the theories, methodologies and approaches used for studying the subject.	Lectures, seminars, workshops, tutorials, guided private study, one-to-one meetings/supervisions during office hours	presentations, essays, research exercises, methodological assignments, portfolios and, for the MA only, the dissertation
Concepts		
Enhanced grasp of theories, approaches and debates concerning digital media and society and principles of media and online research	Lectures, seminars, workshops, tutorials, guided private study, one-to-one meetings/supervisions during office hours	presentations, essays, literature review assignment, exam/quiz, methodological assignments, research exercises, portfolios and, for the MA only,
Techniques		
For the PG Cert: Describe the techniques that are central to the study of digital media. For the MA and PG Dip: Describe and apply the techniques that are central to the study of digital media.	Lectures, seminars, workshops, tutorials, guided private study, one-to-one meetings /supervisions during office hours	Methodological assignments, research exercises and, for the MA only, the dissertation

Intended Learning Outcomes	Teaching and Learning	How Demonstrated?
Critical analysis		
<p>For the PG Cert: Describe concepts and techniques with independence, rigor and self-reflexivity.</p> <p>For the MA and PG Dip: Critically evaluate concepts and techniques with independence, rigor and self-reflexivity.</p>	<p>Lectures, seminars, workshops, tutorials, practical exercises and own research</p>	<p>presentations, essays, methodological assignments, research exercises, portfolios, for the MA only, the dissertation</p>
Presentation		
<p>Ability to organise research material and data in a manner appropriate to the medium to be assessed; to distinguish between relevant and non-relevant material; (for the MA only) to write up research findings to a professional standard.</p>	<p>Lectures, tutorials, seminars, workshops, guided private study, one-to-one meetings/supervisions during office hours.</p>	<p>presentations, essays, methodological assignments, research assignments, portfolios and, for the MA only, the dissertation.</p>
Appraisal of evidence		
<p>For the PG Cert: Describe a variety of complex conceptual, theoretical and historical issues; assess the relevance and quality of a range of primary and secondary literature and sources.</p> <p>For the PG Dip and MA: Ability to analyse, compare, contrast, and critically assess a variety of complex conceptual, theoretical and historical issues; assess the relevance and quality of a substantial range of primary and secondary literature and sources.</p> <p>For the MA only: in addition, the ability to mount and sustain an independent level of inquiry at an advanced level.</p>	<p>Lectures, seminars, workshops, tutorials, guided private study, one-to-one meetings/supervisions during office hours</p>	<p>presentations, essays, methodological assignments, research exercises, literature review assignment, portfolios and, for the MA only, the dissertation</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(b) Transferable skills		
Research skills		
Acquisition of competencies in literature reviewing and project management.	Lectures, seminars, tuition in proposal writing and dissertation, one-to- one meetings/supervisions during office hours	presentations, essays, methodological assignments, use of social media to create group bibliography, literature review assignment, research assignments, portfolio/case studies and, for the MA only, the
Use of suitable research techniques, tools and software for the conduct of online and offline data collection and analysis	Lectures, methodological /practical workshops and training, tuition in research proposal, one-to-one dissertation meetings /supervisions.	Methodological assignments, research assignments, exam/quiz, and, for the MA only, the dissertation
Communication skills		
Ability to deliver oral presentations to a high standard with an awareness of the audience's interests; ability to handle questions; ability to write clearly and concisely	Lectures, seminars, one-to-one meetings/supervisions during office hours	presentations, essays, methodological assignments, research exercises, portfolios and, for the MA only, dissertation
Data presentation		
Ability to present research data concisely in a way that renders research easy to digest, using appropriate presentation techniques	Lectures, workshops, independent research, one-to- one meetings/supervisions during office hours	presentations, methodological assignments and, for the MA only, the dissertation
Information technology		
Familiarity with and ability to utilise word processing, spreadsheet and presentation packages; ability to make judicious use of electronic research databases and search engines.	Workshops, tutorials and independent research	presentations, essays, research exercises, methodological assignments, use of social media to create group bibliography, portfolios and, for the MA only, the dissertation
Problem solving		
Ability to assess and solve problems related to the design and implementation of research methods	Lectures, tutorials, workshops and independent research	Methodological assignments, research assignments, exam/quiz and, for the MA only, the dissertation
Working relationships		
Awareness and use of expert sources, and ability to collaborate with peers on projects and exercises	Lectures, workshops, seminars, independent research	Essays, oral presentations, portfolios, methodological assignments and, for the MA only, the dissertation.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Managing learning		
Ability to organize work to meet timetabled deadlines and to construct coherent oral and written exercises of scale appropriate to required task	Lectures in research methods, independent research and group exercises, one-to-one meetings/supervisions during office hours	presentations, essays, methodological assignments, research exercises, portfolios and, for the MA only, the dissertation
Career management		
Develop the ability to apply the skills and knowledge gained to existing and potential future occupational contexts	Working with colleagues from a wide range of professional backgrounds, independent research and, for the MA only, dissertation supervision	Student evaluation of the course and students' reflections on their own personal and professional development in tutorials and face to face group or one-to-one discussions

10. Special features:

- Provides a comprehensive grounding in digital media technologies and their impact and influences on society, culture, politics and human psychology
- Provides in-depth knowledge of key approaches associated with digital media
- Provides training in the most innovative research methods to carry out research about digital media, both online and offline.

11. Indications of programme quality:

The External Examiner's Reports have highlighted a number of strengths and innovative practices of the MA in New Media and Society. A recent report from the External Examiner's notes how "The course was undergoing development when I joined as external examiner, and it has been very satisfying to see it develop into an excellent course that I would not hesitate to recommend to my students." The report draws attention to a number of key developments in respect of programme quality:

- the improvements in information provided to students – particularly handbooks and criteria for marking assignments.
- the increased use of innovative forms of assessment – ranging from mini-projects to group work, portfolios and essays.
- The provision of up to date (and future looking) courses in the field – including courses that are likely to increase the employability of students substantially.
- The improvement in assessment practices – including moderation, use of the marking range and feedback."

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12. Scheme of Assessment

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

13. Progression points

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

In cases where a student has failed to meet a requirement to progress he or she will be required to

withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate award where appropriate.

14. Rules relating to re-sits or re submissions:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

Students who are requested to resubmit assignments from taught modules or resit exams are required to do so during the September exam period prior to the Exam Boards. Students who are requested to resubmit their dissertation are required to do so before the end of January.

Resubmission marks are considered at the November Exam Board and students will be notified of the outcome after the meetings. Resubmission marks for dissertations are considered at the Resubmission Exam Board in March.

15. Additional information [e.g. timetable for admissions]

There is one intake per year in October

16. External Examiners:

The details of the External Examiner(s) for this Programme and the most recent External Examiners' reports can be found [here](#).

Appendix 1: Programme structure (programme regulations)

MA/Postgraduate Diploma in Digital Media and Society

Module Code	Module Title	Credits	Semester
MS7061	The Politics of Digital Media	15	Semester 1
MS7400	Media Research Methods	15	Semester 1
MS7060	The Sociology of Digital Media	30	Semester 1
MS7224	Digital Media, Online Persuasion and Behavioural Change	15	Semester 2
MS7042	Research Methods for the Online World	15	Semester 2
MS7012*	Dissertation	60	Both semesters

* Compulsory only for degree of M.A.

Students should also select TWO of the following 15 credit modules:

Module Code	Module Title	Credits	Semester
MS7028	Technology and Social Change: Global Perspectives	15	Semester 2
MS7043	Digital Media in Everyday Life	15	Semester 2
MS7052	Chinese Media and Popular Culture in a Global Context	15	Semester 2
MS7211	The Cultural Industries: Theory, Policy and Practice	15	Semester 2
MS7036	Digital Journalism	15	Semester 2
MS7085	Making the Web	15	Semester 2
SY7014	Multivariate Analysis and Statistical Modelling (prerequisite knowledge to be assessed by Module Lead)	15	Semester 2
MS7021	Health Communication in a Global Context	15	Semester 2

The list of optional modules available on an individual programme may be subject to change if they are under or over subscribed to the extent that the quality of teaching would be affected to the detriment of students.

Appendix 2: Module Specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>