

**1. Programme title(s) and code(s)**

MA in Mass Communications

PG Diploma/PG certificate in Mass Communications \*

**Notes**

\* An award marked with an asterisk is only available as an exit award and is not available for students to register onto.

**HECOS Code**

HECOS Code	%
100444	100%

**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 for the MA in Mass Communications is 12 months

The maximum period of registration for the MA in Mass Communications is 24 months

September intake Registration period: Sept 2020-Sept 2021

January intake Registration period: Jan 2021- Jan 2022

**5. Typical entry requirements**

Candidates should normally have at least an upper second class honours degree from a British university or its equivalent. Preference is given to students with good first degrees in a social science. 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. The University will also accept equivalent qualifications and further advice can be obtained from the Graduate Office.

**6. Accreditation of Prior Learning**

N/A

## **7. Programme aims**

The programme aims to provide students with a critical knowledge of the historical development and key paradigm shifts in the study of media, culture and communication and with a comprehensive grounding in the theories and research necessary for studying, analysing, and understanding media and communication processes in both national and global contexts. The course provides extensive training in communication and social science research methods and approaches, including training in methods for studying new communication technologies, such as the internet, and training in web-based research.

Course objectives: at the end of the course students will have an understanding of:

- The relationship between contemporary media issues and social theory, including debates about media and modernity;
- The role of communication within processes of globalization;
- Ability to critically assess competing arguments in media and social theory;
- Different perspectives on the organisation of the mass media, and different frameworks for the analysis of the way such organisations operate both nationally and internationally;
- The organisational, professional and ideological constraints on the production of news and other media content;
- Key theories and models of media influence, media audiences and media consumption;
- The historical progression and socio-political context of research on media influence and media audiences;
- The social/audience/research implications of new media and communication technologies;
- The relationship between theory and method in the social sciences;
- The strengths and weaknesses of a broad range of approaches and methods for analyzing media and communication processes;
- How to identify, access and use information and communication resources in the social sciences;
- How to collect, manage, analyse and interpret communication and social science research data;
- How to formulate research questions, conceptualise research problems, design and carry out small-scale social science research.

## **8. Reference points used to inform the programme specification**

- QAA Benchmarking Statement
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [University Learning Strategy](#)
- [University Assessment Strategy](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data

## **9. Programme Outcomes**

Unless otherwise stated, programme outcomes apply to all awards specified in 1. Programme title(s).

**a) Discipline specific knowledge and competencies**

i) Knowledge

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
Advanced knowledge of the subject and of the historical and socio-cultural context of theorizing and research in this field. For the PG Cert: Knowledge of the theories, methodologies and approaches used for studying the subject	Lectures, seminars, tutorials, group project work, practical assignments, independent research	Oral presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation
For the MA and PG Dip: Advanced knowledge of the theories, methodologies and approaches used for studying the subject.	Lectures, seminars, tutorials, group project work, practical assignments, independent research	Oral presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation

ii) Concepts

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
For the PG Cert: Describe and explain media organizations, media professionals, and media and communication processes in both national and global contexts.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours	Oral presentations, essays, research design report, multiple choice quiz, and, for the MA only, the dissertation
For the MA and PG Dip: Describe, explain and discuss media organizations, media professionals, and media and communication processes in both national and global contexts.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours	Oral presentations, essays, research design report, multiple choice quiz, and, for the MA only, the dissertation

iii) Techniques

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
For the PG Cert: Describe the techniques that are central to the study of the media and communication.	Five core one-semester modules in the subject, options, seminars and dissertation tutorials	Oral presentations, essays, research design report, research reflection assignment, multiple choice quiz, and, for the MA only, the dissertation
For the MA and PG Cert: Describe and apply the techniques that are central to the study of the media and communication.	Five core one-semester modules in the subject, options, seminars and dissertation tutorials	Oral presentations, essays, research design report, research reflection assignment, multiple choice quiz, and, for the MA only, the dissertation

iv) Critical analysis

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
For the PG Cert: Describe concepts and techniques with independence, rigor and self- reflexivity.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours	Oral presentations, essays, research design report, research reflection assignment, multiple choice quiz, and, for the MA only, the dissertation
For the MA and PG Dip: Critically discuss and evaluate concepts and techniques with independence, rigor and self- reflexivity.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours	Oral presentations, essays, research design report, research reflection assignment, multiple choice quiz, and, for the MA only, the dissertation

v) Presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to: organize research material to present coherent and effective arguments; to distinguish between different kinds of relevant and non- relevant sources and material; to work individually and in groups to present findings; to write-up and deliver oral reports on findings to a professional standard.	Seminars, tutorials, independent Research, one-to-one meetings/supervision during office hours	Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation

vi) Appraisal of evidence

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
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.	Seminars, tutorials, independent Research, one-to-one meetings/supervision during office hours	Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation
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.	Seminars, tutorials, independent Research, one-to-one meetings/supervision during office hours	Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation
For the MA only: in addition, the ability to mount and sustain an independent level of inquiry at an advanced level.	Seminars, tutorials, independent Research, one-to-one meetings/supervision during office hours	Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation

**b) Transferable skills**

i) Research skills

<b>Intended Learning Outcomes</b>	<b>Teaching and Learning Methods</b>	<b>How Demonstrated?</b>
Progressive improvement in the ability to locate, organise and marshal evidence, formulate research questions; conceptualise, plan and execute research, applying appropriate methods; analyse complex ideas, theories and data; report findings; construct sophisticated critical arguments	Through progressive modes of assessment, from essays to the dissertation, which draw on increasing levels of knowledge and understanding	Oral presentations, essays, written assignments, research design report, research reflection assignment, and, for the MA only, the dissertation

ii) Communication skills

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to: deliver oral presentations to professional standard; work effectively in a group to complete the research methods assignment; respond effectively to questioning; write cogently and clearly	Lectures, seminars, group-work and tutorials, one-to-one meetings/supervision during office hours	Oral presentations, essays, written assignments, research design report, research reflection exercise, and, for the MA only, the dissertation

iii) Data presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to utilise appropriate computer software for data management and presentation purposes, and ability to present research clearly and effectively using appropriate IT resources	Modules, assignment, seminar feedback; and, for the MA, dissertation supervision and feedback.	Oral presentations, essays, written assignments, research design report, research reflection assignment, and, for the MA only, the dissertation

iv) Information technology

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Use word processing the preparation of written work.  Use the internet to access appropriate information.  Use specialist software for the analysis of qualitative and quantitative data.	Lectures, seminars, practical exercises and own research	Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation

v) Problem solving

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Demonstrate problem formulation and solution.	Lectures, seminars, tutorials, independent and group work.	Oral presentations, essays, written assignments, research design report, and, for the MA only, the dissertation

vi) Working relationships

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Combination of individual and group skills related to project development, research and assessment of findings. Knowing how and when to draw on the expertise of others.	Seminar activities, tutorials, group work, dissertation proposal	Seminar and group work, tutorials, and, for the MA only, the preparation of dissertation proposal

vii) Managing learning

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Identify suitable material for specific essays from reading lists, library and web-based sources. For the MA only, to identify a credible research project, drawing up a realistic research time-table, identifying and applying suitable research methods, reflecting on and writing up results.	Media Research Methods and Researching Media and Public Communication, tutorials, , group exercises, one-to-one meetings/supervision during office hours	Oral presentations, essays, research design assignment, and, for the MA only, the dissertation

viii) Career management

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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 dissertation supervision	Student evaluation of the course and students' reflections on their own personal and professional development in tutorials and face to face group discussions

## 10. Special features

The programme will be jointly taught by a team of academic staff who deliver world leading or international famous research in the fields of media and communication. Teaching will include lectures, seminars, workshops and tutorials. Students will be actively involved in classroom discussions, group exercises and in individual projects. The course provides extensive training in communication research, methodology and theory. It provides students with a thorough grounding in the theories, approaches and research necessary for studying, analysing, and understanding media and public communication processes in both national and global contexts. Building on a comprehensive overview of the history of the study of media and communication, the course enables students to critically engage with contemporary debates on the social, political and cultural roles of media and communication in modern societies. Emphasis is given to training in the full range of quantitative and qualitative methods and approaches necessary for analysing all aspects of the communication process, from media organisations, media professionals and production to media content, audiences and cultural consumption. Students will learn and practice formative skills as well as have a chance to demonstrate the skills they have learned and the levels of their skills they have reached.

### **11. Indicators of programme quality**

The programme has the longest history in the department and has attracted a large number of students. External examiners regularly praise the MA in Mass Communication for its comprehensiveness, up- to-dateness and coherence. Students who have completed our programmes have gone on to successful careers in academia, teaching, commercial research, and a wide range of media and communications-related occupations.

### **12. Criteria for award and classification**

This programme follows the standard scheme of taught postgraduate award and classification set out in [Senate Regulations](#) – see the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

### **13. Progression points**

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

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/exit award where appropriate.

### **14. Rules relating to re-sits or re-submissions**

As defined in [Senate Regulations](#) - refer to the version of *Senate Regulation 6 governing taught postgraduate programmes of study* relevant to year of entry.

### **15. External Examiners reports**

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found at [exampapers@Leicester](mailto:exampapers@Leicester) [log-in required]

### **16. Additional features (e.g. timetable for admissions)**

n/a



## Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2020/21

Date created: 26/02/2021

Last amended: 26/02/2021

Version no. 2

### Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

#### MA/Postgraduate Diploma in Mass Communications

For January 21 intake Semester 1 modules will be delivered during Spring semester (January to March '21) & Semester 2 modules in Summer term (April- July 21)

#### Credit breakdown

Status	Year long	Semester 1	Semester 2	Other delivery period
Core taught	Choose an item.	60 credits	30 credits	Choose an item.
Optional	Choose an item.	Choose an item.	30 credits	Choose an item.
Dissertation/project	60 credits	Choose an item.	Choose an item.	Choose an item.

180 credits in total

#### Level 7/Year 1      2020/21

#### Core modules

Delivery period	Code	Title	Credits
Semester 1	MS7009	Contemporary Issues in Media and Cultural Studies	30 credits

<b>Delivery period</b>	<b>Code</b>	<b>Title</b>	<b>Credits</b>
Semester 1	MS7400	Media Research Methods	15 credits
Semester 1	MS7002	Mass Communication Theory	15 credits
Semester 2	MS7013	Media Audiences and Users	15 credits
Semester 2	MS7025	Researching Media and Public Communication	15 credits
Term 3	MS7012	Dissertation	60 credits

**Notes**

MS7012 is compulsory only for degree of MA

Option modules

<b>Delivery period</b>	<b>Code</b>	<b>Title</b>	<b>Credits</b>
Semester 2	MS7224	Digital Media, Online Persuasion and Behavioural Change	15 credits
Semester 2	MS7042	Research Methods for the Online World	15 credits
Semester 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7006	Global Affairs: Actors, Communication and Culture	15 credits

Delivery period	Code	Title	Credits
Semester 2	MS7310	Strategic Communication Management	15 credits
Semester 2	MS7307	Promotional Cultures	15 credits
Semester 2	MS7081	Advertising and Promotion in the Digital Age	15 credits
Semester 2	MS7080	Advanced Topics in Advertising	15 credits

#### Notes

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

#### Updates to the programme

Academic year affected	Module Code(s)	Update
2021/22		

#### Appendix 2: Module specifications

See taught postgraduate [module specification database](#) (Note - modules are organized by year of delivery).