



Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2024/25

Date created: n/a

Last amended: 12/12/2023

Version no. 1

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

MA in Digital Media and Society

PG Diploma/PG certificate in Digital Media and Society *

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	%
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 September intake is 12 months. The maximum period of registration for the September intake is 24 months.

The normal period of registration for the January intake is 16 months. The maximum period of registration for the January intake is 28 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 programme aims:

- 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 behaviour, 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 Benchmarking Statement
- Framework for Higher Education Qualifications (FHEQ)
- UK Quality Code for Higher Education
- [University Education Strategy](#)
- [University Assessment Strategy](#) [Login required]
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data
- Surveys of registered DMC taught postgraduate students

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

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Advanced knowledge of a range of areas in the digital media landscape and the Internet.	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
For the PG Cert: 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

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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

ii) Concepts

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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, 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 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
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

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, workshops, tutorials, practical exercises and own research	presentations, essays, methodological assignments, research exercises, portfolios, for the MA only, the dissertation
For the MA and PG Dip: Critically evaluate concepts and techniques with independence, rigor and self-reflexivity.	Lectures, seminars, workshops, tutorials, practical exercises and own research	presentations, essays, methodological assignments, research exercises, portfolios, for the MA only, the dissertation

v) Presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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.	Lectures, tutorials, seminars, workshops, guided private study, one-to-one meetings/supervisions during office hours.	presentations, essays, methodological assignments, research assignments, portfolios and, for the MA only, the dissertation.

vi) Appraisal of evidence

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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.	Lectures, seminars, workshops, tutorials, guided private study, one-to-one meetings/supervisions during office hours	presentations, essays, methodological assignments, research exercises, literature review assignment, portfolios 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.	Lectures, seminars, workshops, tutorials, guided private study, one-to-one meetings/supervisions during office hours	presentations, essays, methodological assignments, research exercises, literature review assignment, portfolios 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.	Lectures, seminars, workshops, tutorials, guided private study, one-to-one meetings/supervisions during office hours	presentations, essays, methodological assignments, research exercises, literature review assignment, portfolios and, for the MA only, the dissertation

b) Transferable skills

i) Research skills

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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 dissertation
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

ii) Communication skills

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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

iii) Data presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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

iv) Information technology

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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

v) Problem solving

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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

vi) Working relationships

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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.

vii) Managing learning

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
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

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, 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. Indicators of programme quality

The External Examiner's Reports have highlighted a number of strengths and innovative practices of the MA in Digital Media and Society. A recent report from the External Examiner 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.”

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 [log-in required]

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

Admissions are in September and January.

Students admitted in September undertake their dissertation during the summer of the following year and submit their dissertation in September (12 months in total).

Students admitted in January start by following semester 2 modules and break during the summer; in the following September they follow semester 1 modules and start their dissertation in January of the following year, submitting their dissertation at the end of May. Although this implies 16 months in total, only 12 are actually spent in the course.

Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2024/25

Date created: May 2020 Last amended: 12/12/2023 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 in Digital Media and Society

Updates to the programme

Academic Year	Module	Update
2024/25	MS7081 Advertising Creativity	Semester 2 option module removed
2024/25	MS7310 Strategic communication management	Semester 2 option module removed
2024/25	MS7045 Artificial Intelligence and Digital Revolution	Semester 2 option module added

Credit breakdown September intake

Status	Year long	Semester 1	Semester 2	Other delivery period
Core taught	n/a	60 credits	30 credits	n/a
Optional	n/a	n/a	30 credits	n/a
Dissertation/project	60 credits	n/a	n/a	n/a

180 credits in total

Credit breakdown January intake

Status	Year long	Semester 2	Semester 1	Other delivery period
Core taught	n/a	30 credits	60 credits	n/a
Optional	n/a	30 credits	n/a	n/a
Dissertation/project	60 credits	n/a	n/a	n/a

180 credits in total

Level 7/Year 1 September intake 2024/25

Core modules

Delivery period	Code	Title	Credits
Semester 1	MS7060	The Sociology of Digital Media	30 credits
Semester 1	MS7042	Research Methods for the Online World	15 credits
Semester 1	MS7061	The Politics of Digital Media	15 credits
Semester 2	MS7224	Digital Media, Online Persuasion and Behavioural Change	15 credits
Semester 2	MS7087	Critical Approaches to Data Analytics and the Digital Economy	15 credits
Term 3	MS7012	Dissertation	60 credits

Notes

MS7012 is compulsory only for degree of MA

Option modules

Delivery period	Code	Title	Credits
Semester 2	MS7013	Media Audiences and Users	15 credits

Delivery period	Code	Title	Credits
Semester 2	MS7025	Researching Media and Public Communication	15 credits
Semester 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7006	Global Affairs: Actors, Communication and Culture	15 credits
Semester 2	MS7307	Promotional Cultures	15 credits
Semester 2	MS7081	Advertising and Promotion in the Digital Age	15 credits
Semester 2	MS7021	Health Communication Theory and Practice	15 credits
Semester 2	MS7030	Critical Approaches to Consumer Culture	15 credits
Semester 2	MS7214	Gender Politics in Contemporary Media	15 credits
Semester 2	MS7056	Globalization of Sexuality	15 credits
Semester 2	MS7043	Digital Media in Everyday Life	15 credits
Semester 2	MS7045	Artificial Intelligence and the Digital Revolution: Shaping Media and Society	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.

Level 7/Year 1 January intake 2024/25

Core modules

Delivery period	Code	Title	Credits
Semester 2	MS7224	Digital Media, Online Persuasion and Behavioural Change	15 credits
Semester 2	MS7087	Critical Approaches to Data Analytics and the Digital Economy	15 credits
Semester 1*	MS7060	The Sociology of Digital Media	30 credits

Delivery period	Code	Title	Credits
Semester 1*	MS7042	Research Methods for the Online World	15 credits
Semester 1*	MS7061	The Politics of Digital Media	15 credits
Semester 2*	MS7012	Dissertation	60 credits

Notes

(* denotes modules that take place in academic year 2025/26); MS7012 is compulsory only for degree of MA

Option modules

Delivery period	Code	Title	Credits
Semester 2	MS7013	Media Audiences and Users	15 credits
Semester 2	MS7025	Researching Media and Public Communication	15 credits
Semester 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7006	Global Affairs: Actors, Communication and Culture	15 credits
Semester 2	MS7307	Promotional Cultures	15 credits
Semester 2	MS7081	Advertising and Promotion in the Digital Age	15 credits
Semester 2	MS7021	Health Communication Theory and Practice	15 credits
Semester 2	MS7030	Critical Approaches to Consumer Culture	15 credits
Semester 2	MS7214	Gender Politics in Contemporary Media	15 credits
Semester 2	MS7056	Globalization of Sexuality	15 credits
Semester 2	MS7043	Digital Media in Everyday Life	15 credits
Semester 2	MS7045	Artificial Intelligence and the Digital Revolution: Shaping Media and Society	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.

Appendix 2: Module specifications

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