**Programme Specification (Postgraduate)**  **FOR ENTRY YEAR: 2020/21**

**Date created:** 26/02/2021   **Last amended:** 26/02/2021   **Version no.** 2

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

MA in Global Media and Communication

PG Diploma/PG certificate in Global Media and Communication *

**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 Global Media and Communication is 12 months

The maximum period of registration for the MA in Global Media and Communication 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 in one of the following: media/communication studies; politics; sociology;  social, cultural or political theory; cultural studies. Candidates with degrees in related fields may also be considered at the discretion of the programme team. Where English is not the applicant's first language or the main language of prior learning, either IELTS  6.5 or an equivalent score on a test of English as an additional or foreign language is required.

## 6.   Accreditation of Prior Learning

N/A

## 7.   Programme aims

The programme aims to provide students with a comprehensive grounding in theories, perspectives and research related to globalization, global media and communications. The programme's core focus is on the different political, economic and cultural dynamics of national and transnational

media and communications. Through a variety of core and optional modules, students on this programme will critically consider the role of media and communications technology in shaping cultures and societies, influencing development processes and linking different transnational communities. The programme helps students to understand more fully how media and communications are central to the changing structures, boundaries and flows of our increasingly globalized world. The programme also pays particular attention to global development and inequalities, and the ways in which communication processes can be seen to both widen and close the gap between the global 'north' and 'south'.

Teaching on the programme is done by a combination of lectures, seminars, workshops and tutorials. Assessment is by means of essays, research methods assignments and a dissertation.

Course Objectives

At the end of the course students should have an understanding of:

• The relationship between processes of globalization, media and communications and their diverse impacts on social change.

• Communication and its impact on processes of global development.

• Contemporary historical processes shaping globalization and the digital era, the changing roles of states and corporations in this context and the emergence of global civil society

• Evolving patterns of cultural production and consumption and transformations in the global media environment, including processes of conglomeratization, digitalization and convergence.

• Relationship of communications to contemporary identity issues, including in relation to diasporic and new virtual communities.

• Evolving nature of global public sphere and civil society and potential use of new media for social movements and democratization.

• The range of research skills and methodologies required for systematic analysis of these developments.

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
- Surveys of registered School of Media, Communication and Sociology 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? |
|---|---|---|
| Demonstrate (for the PG Dip and MA advanced) knowledge of theories of society, media and culture, their origins and contemporary application in the study of globalization, the media and communication technologies and the social and cultural processes associated with these. | Lectures, seminars, tutorials, workshops, guided reading, tutor feedback on assessment. | Seminar presentations, critical writing exercise, essays and for the MA only, the dissertation |

#### ii) Concepts

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| For the PG Cert: describe and explain, for the PG Dip and MA: describe, explain, critically discuss and analyse, the following concepts: society, culture and the media; the nature of research evidence; the social, political and economic implications of research for societies, nations and cultures. | Lectures, seminars, tutorials, guided reading, tutor feedback on assessment. | Essays, critical writing exercise, research reviews; individual and/or small group research projects; and for the MA only, the dissertation |

#### iii) Techniques

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to describe and apply of a range of media research methods. Ability to analyse and assess a variety of complex textual and audio-visual material; discuss conceptual issues; assess relevance and quality of a wide range of primary and secondary sources and empirical research evidence; and for the MA only, mount and sustain an independent academic enquiry at an advanced level | Lectures, plenary discussions with key researchers, seminars, tutorials, guided reading, dissertation supervision; tutor feedback on assessment; supervision of dissertation work. | Individual and/or small group research projects; critical reading exercise, research reflection report, research design report, and for the MA only, the dissertation |

iv)    Critical analysis

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| For the PG Cert: describe and explain, for the PG Dip and MA: describe, explain, critically discuss, analyse and evaluate, contrasting theoretical approaches and empirical research techniques and to construct critical lines of enquiry | Lectures, seminars, tutorials, discussion workshops, guided reading, tutor feedback on assessment. | Seminar presentations, critical writing exercise, essays and individual and/or small group research projects; and for the MA only, the dissertation. |

v)    Presentation

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to report on primary and secondary research evidence clearly and concisely via oral, written and electronic means | Lectures, seminars, tutorials, guided reading, tutor feedback on assessment. | Seminar presentations, critical writing exercise, essays, research reports; and for the MA only, the dissertation |

vi)    Appraisal of evidence

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to summarize, review and evaluate research literature and primary and secondary research evidence. | Lectures, seminars, tutorials, guided reading, tutor feedback on assessment, research exercises; supervision of dissertation work. | Seminar presentations, critical writing exercise, essays, research reports; and for the MA only, the dissertation |

b)  **Transferable skills**

i)    Research skills

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Undertake literature reviewing, demonstrate knowledge of principles of research design, apply a range of research methods, and data analysis techniques. | Lectures in research methods, independent/group research exercises; supervision of dissertation | Seminar presentations, essays, research reflection report, research design report,; and for the MA only, the dissertation. |

ii)     Communication skills

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to deliver spoken presentations to a high standard with an awareness of the audience's level of knowledge; ability to answer questions before a group; ability to write clearly and concisely and communicate ideas and theoretical concepts effectively. | Lectures, seminars and tutorials; dissertation supervision. | Seminar presentations, essays, research reports; and for the MA only, the dissertation |

iii)    Data presentation

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to present and discuss research evidence concisely and clearly using appropriate presentation techniques. Ability to make accurate and appropriate bibliographic references. | Lectures and tutorials; dissertation supervision. | Small group research projects; research reflection report, research design report, and for the MA only, the dissertation |

iv)    Information technology

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to use appropriate information technologies for the presentation of information, analysis of data and in writing. | Lectures and seminars | Seminar presentations, critical reading assignment, essays, research reports; and for the MA only, the dissertation |

v)     Problem solving

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to identify, assess and solve problems encountered in the conduct of research. | Essay and dissertation writing; tutorials; tutor feedback; independent/group research exercises. | Research reports; and for the MA only, the dissertation |

vi)    Working relationships

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to identify and make use of expert sources of advice and guidance; ability to collaborate with peers. | Group research exercises; supervision of dissertation | Seminar presentations, critical writing exercise, critical reading exercise, research reports; and for the MA only, the dissertation |

vii)    Managing learning

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| Ability to organise work to meet timetabled deadlines and to produce coherent spoken and written presentations of scale appropriate to required task. Ability to respond to advice and guidance. For the MA only, ability to design a viable and realisable dissertation project and complete this on schedule. | Written module and coursework guides; course handbook; advice from tutor; lectures in research methods, independent/group research exercises | Seminar presentations, critical writing exercise, essays, research reports; 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 potential future occupational contexts | Tutor feedback; independent research and dissertation supervision. | Student evaluation of the programme and students' reflections on their own personal and professional development in online and face to face group discussions |

## 10. Special features

•       Distinct focus on the relationship between processes of globalization, media and communications and their diverse impacts on social change

•       Provides analytical and research skills to face contemporary and historical processes shaping globalization in the digital era.

•       Graduates have gone onto jobs including digital media organisations, press and broadcast organisations, international news agencies, government departments, advertising firms and public relations organisations.

•       Emphasis on research methods also provides a solid foundation for students who wish to continue to research at doctoral level.

## 11. Indicators of programme quality

The programme has consistently received high praise from external examiners and student evaluations indicate that students both enjoy their studies as well as achieving excellent learning outcomes. Students who have completed our programmes have gone on to successful careers in academia, teaching, commercial research, and a wide range of media and media-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](#) [log-in required]

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

n/a

## 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 Global Media and Communication

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 | MS7083 | Theories of Globalization and New Media | 30 credits |

| Delivery period | Code | Title | Credits |
|---|---|---|---|
| Semester 1 | MS7400 | Media Research Methods | 15 credits |
| Semester 1 | MS7086 | Global Media: Structures and Representations | 15 credits |
| Semester 2 | MS7082 | Global Communications and Development | 15 credits |
| Semester 2 | MS7006 | Global Affairs: Actors, Communication and Culture | 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 |
| Semester 2 | MS7025 | Researching Media and Public Communication | 15 credits |
| 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 | MS7310 | Strategic Communication Management | 15 credits |
| Semester 2 | MS7307 | Promotional Cultures | 15 credits |
| Semester 2 | MS7080 | Advanced Topics in Advertising | 15 credits |
| Semester 2 | MS7081 | Advertising and Promotion in the Digital Age | 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).