



Programme Specification (Postgraduate)

FOR ENTRY YEAR: 2027/28

Date created: May 2020 Last amended: 04/03/2026

Version no. 1

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 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 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 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 School of Arts, Media and Communication 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.

10a. Research-inspired Education

Students on this programme will advance through the four quadrants of the University of Leicester Research-inspired Education Framework as follows:

RiE Quadrant	Narrative
Research-briefed Bringing staff research content into the curriculum.	Research-briefed Students are taught by internationally recognised experts in their field and course content is underpinned and informed by the extensive research experience of staff contributing to the programme. Staff teaching on the programme are engaged in research projects and regularly produce publications in academic journals and they bring this work to all teaching modules.

Research-based Framed enquiry for exploring existing knowledge.	Research-based Assessment includes students conducting individual critical reading analysis of a wide range of global media and communication literature. Students engage in designing and presenting their own analysis of key literature within the field during seminars and workshops. Theoretical frameworks are applied by students in their written assessments regarding global media and communication studies.
Research-oriented Students critique published research content and process.	Research-oriented Students are required to critically engage with and appraise published research through critical review of academic research reports/articles, through analytical essays, and in the development of their literature reviews for research proposals and their dissertation.
Research-apprenticed Experiencing the research process and methods; building new knowledge.	Research-apprenticed Students are supported by the guidance provided in the dedicated research modules and supervisory assistance in the development of their dissertation. They will work on producing initial research proposals, refining the scope of their research project through dialogue with a dedicated supervisor and undertake their own independent research for the Masters dissertation. Students will also be guided through the process of obtaining ethics approval for their project and they will be provided with library-based training and self-study resources. Additionally, they will receive training in qualitative and quantitative research methods to allow them to make a contribution to knowledge based on empirical data.

As part of studying at a research-intensive university, students on this programme have the following extra or co-curricular opportunities available to them to gain exposure to research culture:

The School of Arts, Media and Communication is a highly ranked centre of research and its research clusters host internationally recognised academic researchers for seminars and other events. Masters students in the School are invited to attend these events and engage with up to date research from these guest speakers.

Teaching on this programme will be research-informed (it draws consciously on systematic inquiry into the teaching and learning process itself) in the following way:

The School supports all staff involved in teaching to gain an accredited Higher Education teaching qualification (through both PGCE and HEA Fellowship routes), in which they demonstrate their use of teaching theory to support their own practice and reflect on their current teaching and continuing professional development.

Staff members on the programme participate in academic training from the university (e.g. dedicated workshops, group seminars) that updates their knowledge of best practice for educational purposes. Additionally, module leaders, instructors and tutors engage in School level

annual teaching awaydays, as well as subject division and programme team meetings, for continual pedagogical discussion and development.

Across the programme team there is engagement with national subject-relevant educational organisations (e.g. Association of Journalism Education) and staff have also been involved in QAA Subject Benchmark statement authorship for Communication, Media, Film and Cultures.

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)

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: 2027/28

Date created: May 2020 Last amended: 04/03/2026

Version no. 1

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 Global Media and Communication

Updates to the programme

Academic year	Module Code(s)	Update
2026/27	MS7183 Global Digital Cultures	Changes from 30 credit module to 15 credit module
2026/27	MS7050 AI, Global Media and Communication	New core module
2026/27	MS7025 Researching Media and Public Communication	Semester 2 optional module not offered
2026/27	MS7056 Globalization of Sexuality	Semester 2 optional module not offered
2026/27	MS7307 Promotional Cultures	Semester 2 optional module not offered
2026/27	Introduction of optional modules in Semester 1. Students take one optional module in Semester 1 and one optional module in Semester 2.	

Credit breakdown September intake

Status	Year long	Semester 1	Semester 2	Other delivery period
Core taught	n/a	45 credits	45 credits	n/a

Status	Year long	Semester 1	Semester 2	Other delivery period
Optional	n/a	15 credits	15 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	45 credits	45 credits	n/a
Optional	n/a	15 credits	15 credits	n/a
Dissertation/project	60 credits	n/a	n/a	n/a

180 credits in total

Level 7/Year 1 September intake 2027/28

Core modules

Delivery period	Code	Title	Credits
Semester 1	MS7183	Global Digital Cultures	15 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

Delivery period	Code	Title	Credits
Semester 2	MS7050	AI, Global Media and Communication	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 1	MS7178	Public Relations: Culture and Society	15 credits
Semester 1	MS7079	PR, Journalism and Networked Media	15 credits
Semester 1	MS7147	Advertising in Society: Historical Developments and Contemporary Issues	15 credits
Semester 1	MS7031	Advertising for a Client	15 credits
Semester 1	MS7160	The Sociology of Digital Media	15 credits
Semester 1	MS7061	The Politics of Digital Media	15 credits
Semester 1	MS7002	Media and Communication Theory	15 credits
Semester 2	MS7109	Contemporary Issues in Media and Cultural Studies	15 credits
Semester 2	MS7013	Media Audiences and Users	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
Semester 2	MS7081	Advertising and Promotion in the Digital Age	15 credits
Semester 2	MS7021	Health Communication Theory and Practice	15 credits
Semester 2	MS7043	Digital Media in Everyday Life	15 credits
Semester 2	MS7080	Analysing Meaning in Advertising	15 credits

Delivery period	Code	Title	Credits
Semester 2	MS7310	Strategic Communication	15 credits
Semester 2	MS7084	Advertising Creativity	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 2027/28

Core modules

Delivery period	Code	Title	Credits
Semester 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7006	Global Affairs: Actors, Communication and Culture	15 credits
Semester 2	MS7050	AI, Global Media and Communication	15 credits
Semester 1*	MS7083	Global Digital Cultures	15 credits
Semester 1*	MS7400	Media Research Methods	15 credits
Semester 1*	MS7086	Global Media: Structures and Representations	15 credits
Semester 2*	MS7012	Dissertation	60 credits

Notes

(* denotes modules that take place in academic year 2027/28); MS7012 is compulsory only for degree of MA)

Option modules

Delivery period	Code	Title	Credits
Semester 1*	MS7178	Public Relations: Culture and Society	15 credits

Semester 1*	MS7079	PR, Journalism and Networked Media	15 credits
Semester 1*	MS7147	Advertising in Society: Historical Developments and Contemporary Issues	15 credits
Semester 1*	MS7031	Advertising for a Client	15 credits
Semester 1*	MS7160	The Sociology of Digital Media	15 credits
Semester 1*	MS7061	The Politics of Digital Media	15 credits
Semester 1*	MS7002	Media and Communication Theory	15 credits
Semester 1*	MS7109	Contemporary Issues in Media and Cultural Studies	15 credits
Semester 2	MS7013	Media Audiences and Users	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
Semester 2	MS7081	Advertising and Promotion in the Digital Age	15 credits
Semester 2	MS7021	Health Communication Theory and Practice	15 credits
Semester 2	MS7043	Digital Media in Everyday Life	15 credits
Semester 2	MS7080	Analysing Meaning in Advertising	15 credits
Semester 2	MS7310	Strategic Communication	15 credits
Semester 2	MS7084	Advertising Creativity	15 credits

Notes

(* denotes modules that take place in academic year 2027/28); MS7012 is compulsory only for degree of MA)

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).