



**1. Programme title(s): MA in International Communication and Culture and PG Cert (exit award) and PG Dip (exit award)**

**2. Awarding body or institution:**

University of Leicester

**3. a) Mode of study FT**

**b) Type of study Campus**

**4. Registration periods:**

The normal period of registration is 1 year.

The maximum period of registration is 2 years.

**5. Typical entry requirements:**

**Home students** require an upper second (2:1) UK BA degree in a relevant subject.

**EU/International students** whose first language is not English or who have not lived in a country where English is the primary language for the past three years will need to satisfy the university's English language requirements.

Students should hold a Bachelor degree in a culture or media related discipline (for instance, media and communication, linguistics, languages, cultural studies, history, literature, film, education) or should possess the equivalent practical experience (for instance, having worked in the media, an international organisation or a cultural institution (museum, festival) (see 6. for further specification).

**6. Accreditation of prior learning:**

Accreditation of prior learning will be available, by application, up to a maximum of 60 credits.

Candidates will need to show through a personal statement or an exemption application form evidence of prior achievement of the learning outcomes associated with the relevant module(s) from which exemption is sought. This experience should typically relate to the previous five years.

Candidates will only be able to apply for exemption prior to starting the programme.

Students would be required to submit a portfolio of work that would be considered by the programme team against the learning outcomes for the modules from which the exemption is requested. Application for APL would be considered on a case-by-case basis at the discretion of the programme team.

**7. Programme aims:**

To provide students with an intellectually stimulating and innovative programme, which responds directly to the global demand by employers for candidates possessing strong intercultural communication skills.

To produce creative and reflexive international communications professionals possessing expertise in intercultural meaning-making, global communication and culturally sensitive practices combined with excellent research and intercultural communication skills.

To develop a unique programme building on the existing strengths of the School of Media, Communication and Sociology in the teaching of media and cultures and extending it towards intercultural and cross-cultural study and research in transnational meaning-making and communication.

#### Knowledge

To speak to the sustainability agenda by equipping students with both theoretical and practice-based understanding of the intercultural interactions, transnational media and cross-cultural meaning-making in a globalising world.

To provide students with a theoretical and practical understanding of communication as a cultural process in settings beyond media texts. In particular, to provide them with a rigorous knowledge of institutional and inter-personal communicative contexts involving intercultural interaction.

#### Skills

To enable students to analyse media material (images, texts and speech) and assess research methods, with particular emphasis on intercultural and cross-cultural communication research.

To develop students' skills in critical analysis and to deepen their understanding of approaches and theories for the study of transcultural communication.

To provide students research skills in the area of international communication and culture as a route into potential doctoral level studies.

#### Practice

To improve students' knowledge and abilities in areas of strategic communication (negotiation), media and online productions and cultural curating (exhibitions, education) in intercultural and transcultural settings.

To enable students to skilfully manage projects, to work in a team, to communicate effectively with external partners and to enhance their analytical problem-solving.

To develop students' abilities to communicate ideas clearly and coherently in a variety of forms, including written, visual and oral material.

To promote students' independent learning skills and their ability to form independent critical judgements.

To enhance students' employability by advancing their range of subject-specific and transferable skills necessary for successful career development.

The following aims apply to the PGCert (exit award only):

Students must have passed the three core modules of the programme (Introduction to International and Intercultural Communication; Representing Intercultural Meaning;

Exhibition Project; Media Production Across Cultures and Organisations). Students will have gained a basic overview and understanding of the core concepts and their application.

The aims for the PGdip are the same as above plus (exit award only):

Students must have collected 60 credits through further core or optional modules. Students will have gained an understanding of the core concepts and their application, but have gained more depth and possible specialisation in one of the course's directions.

The aims for the MA are the same as a)-f) plus:

Having successfully passed their MA Dissertation, students could enhance their understanding and professional outlook of the core areas of the course, through significant independent research/a practical project, critical literature review, application of research and project management skills, development of research questions or project design. Overall students have demonstrated that they are capable of working independently on a major piece of work.

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

QAA Benchmarking Statement for Communication, Media, Film and Cultural Studies:

<http://www.qaa.ac.uk/academicinfrastructure/benchmark/statement/CMF08.pdf>

University of Leicester Teaching and Learning Strategy 2011–16:

<http://www2.le.ac.uk/offices/sas2/quality/learnteach>

This programme contributes particularly to points 2–4 under key action points 2011–16.

QAA Framework for Higher Education Qualifications (FHEQ):

<http://www.qaa.ac.uk/publications/informationandguidance/pages/the-framework-for-higher-education-qualifications-in-england-wales-and-northern-ireland.aspx>

## 9. Programme outcomes:

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>(a) Subject and professional skills</b>		
<b>Knowledge</b>		
<p>On completion of the programme, the successful student will have a systematic understanding and critical knowledge of:</p> <ol style="list-style-type: none"> <li>1. The structures and processes of transnational communication and cultural meaning-making (MA, PGDip).</li> <li>2. Research paradigms and methodologies in cultural studies and communications research, with particular emphasis on intercultural and cross-cultural communication research (MA, PGCert, PGDip).</li> <li>3. Theory and practice of intercultural communication (MA, PGDip).</li> <li>4. Media and communication practice (MA, PGDip).</li> <li>5. Theory and practice of cultural curating (MA, PGDip).</li> </ol>	<p>Students will acquire knowledge through:</p> <ul style="list-style-type: none"> <li>• Lectures and seminars</li> <li>• Guided reading</li> <li>• Independent reading and private study</li> <li>• Studio-based practical classes</li> <li>• Computer-based practical classes</li> <li>• Workshops</li> <li>• Field courses/visits</li> <li>• Independent research</li> </ul>	<p>In essays, examinations and dissertations (assessed).            In seminar presentations (assessed/unassessed).            In contributions to seminar discussions and via media production, language in use and exhibition exercises.</p>
<b>Concepts</b>		
<p>On completion of the programme, the successful student will be conversant with the key concepts in the study of transnational communication and cultural meaning-making from an arts and humanities perspective (MA, PGDip).</p>	<p>Students will assimilate concepts through:</p> <ul style="list-style-type: none"> <li>• Lectures and seminars</li> <li>• Guided reading</li> <li>• Independent reading and private study</li> <li>• Practical classes</li> </ul>	<p>Students' knowledge is assessed via essays demonstrating their ability to write critically about these concepts and in advanced discussions in seminars.            Their understanding will be additionally demonstrated through the employment of relevant concepts in research and intercultural communications practice.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Techniques</b>		
<p>On completion of the programme, the successful student will be able to demonstrate knowledge of the techniques required for:</p> <ol style="list-style-type: none"> <li>1. Project management and liaising in intercultural settings, such as negotiations, managing cross-cultural teamwork or cultural translations (including writing and language in use skills) (MA, PGCert, PGDip).</li> <li>2. International organisations (companies, media industry, NGOs) that employ international communication strategies, localise their websites and/or market and campaign their products in overseas markets (MA, PGCert, PGDip).</li> <li>3. Cultural industries (museums or education) that need to provide meaningful content and communicate complex ideas to a vast audience (hosting an exhibition and producing related content, such as brochures, podcasts and guided tours, or basic audio-visual media skills for the production of documentary films, which includes training in the use of equipment and software used for filming, sound recording and editing) (MA, PGDip).</li> </ol> <p>And demonstrate the ability to use:</p> <ol style="list-style-type: none"> <li>4. Multimedia packages for research and data presentation (MA).</li> </ol>	<p>Students will acquire techniques through:</p> <ul style="list-style-type: none"> <li>• Lectures and seminars</li> <li>• Guided reading</li> <li>• Independent reading and private study</li> <li>• Studio-based practical classes</li> <li>• Computer-based practical classes</li> <li>• Workshops</li> <li>• Field courses/visits</li> <li>• Independent research</li> <li>• Role plays</li> <li>• Practical classes</li> </ul>	<p>In essays, examinations and dissertations (assessed).</p> <p>In seminar presentations (assessed/unassessed).</p> <p>In contributions to seminar discussions and via media productions, language in use training and exhibition and filmmaking exercises.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Critical analysis</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Critically evaluate communication strategies, negotiation practices and representative cultural concepts and policies in terms of their intercultural orientation, delivery and efficiency of culturally related information quality and, where appropriate, contribute to the development of better cultural content and more effective communication (MA, PGDip).</li> <li>2. Critically evaluate current research and advanced scholarship in the field of intercultural communication, transnational media and cross-cultural approaches and policies and, where appropriate, propose new hypotheses in response to perceived lacunas in this existing knowledge base (MA, PGCert, PGDip).</li> <li>3. Critically evaluate research methodologies, develop critiques of them and, where appropriate, propose new methodologies (MA)</li> <li>4. Critically evaluate intercultural and communication practices and, where appropriate, contribute to the development of better practice (MA, PGDip)</li> <li>5. Demonstrate originality in the application of methodological and conceptual approaches to this field of enquiry (MA).</li> </ol>	<p>Students will acquire critical analytical abilities through:</p> <ul style="list-style-type: none"> <li>• Lectures and seminars</li> <li>• Guided reading</li> <li>• Independent reading and private study</li> <li>• Studio-based practical classes</li> <li>• Computer-based practical classes</li> <li>• Workshops</li> <li>• Field courses/visits</li> <li>• Independent research</li> <li>• Practical classes and projects</li> </ul>	<p>In essays, examinations and dissertations (assessed).  In seminar presentations (assessed/unassessed).  In contributions to seminar discussions and via media production, language in use and exhibition exercises.</p>
<b>Presentation</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Communicate their knowledge, understanding and conclusions clearly via error-free, appropriate and academic written and verbal formats and modes (MA).</li> <li>2. Produce effective intercultural content, media products and communication strategies, in appropriate formats and modes and across a diverse array of cross-cultural and communicative contexts (business, politics, education and art) (PGDip, MA).</li> </ol>	<p>Students will acquire presentation skills through:</p> <ul style="list-style-type: none"> <li>• Seminars</li> <li>• Tutorials</li> <li>• Workshops</li> <li>• Project and dissertation supervisions</li> <li>• Constructive criticism of media products</li> <li>• Practical classes</li> </ul>	<p>In essays, examinations and dissertations (written communication).  In seminar presentations and reports (oral communication).  In intercultural communication, media production and curating exercises (exhibitions or documentaries).</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Appraisal of evidence</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Use a wide range of culturally informed research strategies and methodologies to explore practical and research related questions within the fields of intercultural communication, transnational media and exhibition design and/or documentary filmmaking (MA, PGDip).</li> <li>2. Apply theoretical models and frameworks to the analysis of specific examples (MA, PGCert, PGDip).</li> <li>3. Read, discuss and critically analyse a variety of academic sources, media texts and cultural artefacts (MA, PGCert, PGDip).</li> <li>4. Work creatively on the solutions to practical problems related to questions of transnational meaning-making (MA).</li> </ol>	<p>Students will acquire the skills for sound appraisal of evidence through:</p> <ul style="list-style-type: none"> <li>• Lectures</li> <li>• Seminars</li> <li>• Directed reading</li> <li>• Tutorials</li> <li>• Independent research</li> <li>• Practical classes</li> </ul>	<p>In essays, examinations, dissertations, seminar presentations, contributions to seminars, practical projects and independent research exercises.</p>
<b>(b) Transferable skills</b>		
<b>Research skills</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Employ established techniques of research and enquiry either in the workplace or in the pursuance of further study to PhD level (MA).</li> <li>2. Demonstrate the ability to employ research techniques for both the development and evaluation of intercultural as well as media and communications content (MA).</li> </ol>	<p>Students will acquire research skills through:</p> <ul style="list-style-type: none"> <li>• Preparatory work and independent research for essays and the dissertation</li> <li>• Feedback for essays and dissertation plans</li> <li>• Preparation work for the media production exercise</li> <li>• Feedback on the media production exercise</li> </ul>	<p>In essays, presentations, the dissertation proposal, the dissertation itself and the cultural production project proposal.</p>
<b>Communication skills</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Communicate clearly and in an appropriate manner with a range of audiences, in both written and verbal formats (MA, PGDip).</li> <li>2. Efficaciously identify and deploy appropriate media (traditional and new) in ways responsive to the communicative and cultural context (MA).</li> </ol>	<p>Students will acquire communication skills through:</p> <ul style="list-style-type: none"> <li>• Class discussions</li> <li>• Presentations</li> <li>• Written work</li> <li>• Cultural production</li> </ul> <p>And through the feedback provided on the above.</p>	<p>Students' communication skills will be demonstrated via in-class discussions, group and individual presentations, a variety of academic written work tasks and their original cultural productions.</p>
<b>Data presentation</b>		
<p>On completion of the programme, the successful student will be able to present data accessibly and in a variety of formats (numerical, graphs, tables) (MA).</p>	<p>Students will acquire data presentation skills through:</p> <ul style="list-style-type: none"> <li>• Research skills classes</li> <li>• Essay and dissertation writing and assessment feedback</li> </ul>	<p>Students' data presentation skills will be demonstrated via written tasks requiring engagement with data analysis and in group and individual presentations.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Information technology</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge of and competency in IT, including theoretical knowledge of its development and uses, especially in the context of research and advanced study (MA, PGCert, PGDip).</li> <li>2. Demonstrate competency in word processing and the use of multimedia packages for research and presentations (MA, PGCert, PGDip).</li> <li>3. Successfully employ appropriate and specialised discipline-specific software to carry out cross-cultural and communications research as well as media and cultural production (MA).</li> </ol>	<p>Students will acquire technical skills through:</p> <ul style="list-style-type: none"> <li>• Workshops (IT-specific, study skills related, research skills, project management, cultural production)</li> <li>• Seminars</li> <li>• Tutorials</li> <li>• Practical computer classes</li> <li>• Exhibition or media production classes and exercises</li> </ul>	<p>In essays, examinations, dissertations, independent research projects and original cultural productions (exhibitions, documentaries).</p>
<b>Problem-solving</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Critically engage with theoretical and practical problems and identify methods of solving them by formulating appropriate research questions and practical solutions (MA)</li> <li>2. Formulate answers in response to their defined research questions whilst understanding that further questions will arise and need to be addressed as they progress in their investigation (MA).</li> <li>3. Effectively analyse situational or culturally related problems and identify strategies and products as possible solutions (MA, PGDip).</li> </ol>	<p>Students will acquire the problem-solving skills through:</p> <ul style="list-style-type: none"> <li>• Lectures</li> <li>• Seminars</li> <li>• Directed reading</li> <li>• Workshops</li> <li>• Tutorials</li> <li>• Group work exercises</li> <li>• Practical cultural production exercises</li> </ul>	<p>In essays, examinations, dissertations, cultural production exercises, seminar presentations and group projects.</p>



Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Working relationships</b>		
<p>On completion of the programme, successful students will be able to:</p> <ol style="list-style-type: none"> <li>1. Work together in groups in the pursuance of a common purpose and demonstrate the key inter-personal and communicative skills required in order to work effectively as part of international and multicultural teams (MA, PGCert, PGDip).</li> <li>2. Effectively delegate tasks and coordinate teams engaged in cultural and media productions (MA, PGDip).</li> </ol>	<p>Students will acquire skills to work in a team through:</p> <ul style="list-style-type: none"> <li>• Students' abilities to work in groups will be acquired through group-based tasks in seminars and workshops.</li> <li>• The skills required for successful professional collaboration will be specifically addressed in group-based cultural production exercises and via assessment of and feedback on the above.</li> <li>• Effective teamwork will also be addressed as a subject matter in lectures on cultural production and cross-cultural communication practices.</li> </ul>	<p>Students' abilities to work in groups will be demonstrated through the production of collaborative written pieces of work, group presentations and through cultural production exercises.</p>
<b>Managing learning</b>		
<p>On completion of the programme, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Manage their time in the context of competing demands (MA, PGCert, PGDip).</li> <li>2. Continue to advance their knowledge and understanding and develop new, high level skills (PGDip, MA).</li> <li>3. Engage in independent learning in the pursuit of continued professional or academic development (MA, PGCert, PGDip).</li> </ol>	<p>Students' abilities to manage learning will be enhanced through the process of following a structured programme of learning that requires the application of a series of transferable skills in the organisation of a number of simultaneous tasks and responsibilities.</p>	<p>Students' abilities to manage learning will be demonstrated through their successful completion of the core and optional modules – and their related preparation and assessment tasks – that comprise the MA programme.</p>
<b>Career management</b>		
<p>On completion of the programme, the successful student will be able to prepare for and develop a career as an intercultural and communications professional in diverse institutional settings (MA).</p>	<p>Students' career management skills will be enhanced through talks given to the student group by experts from the field, field trips to related institutions or through practical dissertational projects.</p> <p>This will be supplemented by interactions with members of the university's career service and through career-targeted reading.</p>	<p>Students' abilities to manage a career will be demonstrated through the assessment tasks for the modules on cultural and communications practice.</p>

## 10. Special features:

### Short Version

This programme is of a unique and distinctive quality; there is no competitive MA programme in the UK. The cultural grounding and analytical orientation of this programme considers meaning-making from the perspective of transcultural-communicative flows in a globalising world. In contrast to sociological programmes or degrees in media and communication, this programme is devoted to the actual message, product or object and the cultural meaning attached to it, with regard to transnational processes of mediation, translation and interpretation. Furthermore, the programme does not only provide an academic focus, a study about orientation – it also addresses practical

issues and an action-based study programme. It therefore appeals to both academics and professionals.

#### Extended Version

The MA in International Communication and Culture aims to provide students with a theoretical and practical understanding of communication as a cultural process. Students will discover how cultural meanings are carried within every message and what their effects are at an international level – how they are *mediated, interpreted and translated*. Those studying this course will obtain the skills required to critically explore the (trans)formation and effects of messages and their meanings in a globalised world, and they will learn how to translate and interpret the delivery of these messages to international audiences and markets and how to negotiate and promote intended meaning.

It is an intellectually stimulating and innovative programme, which responds directly to the global demand of employers for candidates possessing strong intercultural communication skills alongside both theoretical and practice-based understanding of the dynamics of intercultural interactions, transnational media and meaning-making in a globalising world. Global employers may want to localise their websites or find the right keywords to have on Google (new media); they may want to communicate complex strategies to a vast audience (education, business, media or politics) or they may want to demonstrate to others those aspects of life, social problems or values that are meaningful to them, such as migration, exclusion or global trade (museums, exhibitions, festivals and community work). Therefore, the course's main focus is to produce creative and reflexive international communication professionals possessing expertise in intercultural meaning-making, global communication and culturally sensitive practices combined with excellent research and intercultural communication skills. With this orientation, the programme aims to attract two groups of interested parties: those who have studied culture or communication (history, education, communication, social sciences, linguistics or languages) and wish to gain a more practical element and focus on international markets, and those who have worked in the industry and would like to get a more thorough understanding of transcultural communication, which is linked to their experience. Thus, graduates could work in various sectors, such as: international organisations, transnational media, creative industry, cultural industry or education.

To this end, the MA provides the opportunity for students to develop in-depth knowledge of communication and the related processes of cultural meaning-making, with a specific focus on the international and global context, by offering core modules designed to provide solid foundations of knowledge on key issues in the field of international communication, along with the chance to hone this knowledge by applying it in specialised modules on cutting edge topics. The optional modules offered then enable students to apply key theoretical and conceptual approaches to specific examples of strategic communication (negotiation), media and online productions and cultural curating (exhibitions, education), and to learn how to read such products meaningfully in relation to the particular cultural contexts in which they originate. This is made possible by the programme's combination of expertise in the fields of modern language, cultural studies and media and communications. Finally, and importantly, the programme offers students the chance to develop advanced theoretical understanding and research skills, as well as the opportunity to generate original contributions to the disciplines in question through the production of original pieces of investigative work.

#### **11. Indications of programme quality:**

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 and tutorials. Students will be actively involved in classroom discussions and in individual or group projects.

**12. Scheme of assessment:**

As defined in Senate Regulation 6: Regulations governing Taught Postgraduate Programmes of Study (see [Senate Regulations](#)).

The PGCert and PGDip require that students have passed the following three core modules: Introduction to International and Intercultural Communications; Representing Intercultural Meaning: Exhibition Project; Media Production Across Cultures and Organisations.

**13. Progression points:**

As defined in Senate Regulation 6: Regulations governing Taught Postgraduate Programmes of Study (see [Senate Regulations](#)).

In cases where a student has failed to meet a requirement to progress, he or she will be obliged 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 (see [Senate Regulations](#)).

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

Attached.

**MA International Communication and Culture**

**Appendix 1: Programme Structure** (Programme Regulations)

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**MA International Communication and Culture**

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**MODULES (N.B. Semester arrangements for module options may change according to staff availability.)**

<b>SEMESTER 1</b>	<b>SEMESTER 2</b>
<p><b>Core Modules:</b></p> <p>MS 7120 15 credits Introduction to International and Intercultural Communication (Christian Morgner)</p> <p>MS 7121 15 credits Analysing Transnational and Intercultural Meaning (Christian Morgner and tba)</p> <p><b>Optional Modules</b> (students need to choose modules up to value of 30 credits, for instance, 2 x 15 credit modules or 1 x 30 credit module)</p> <p>MS 7061 The Politics of Digital Media (credits)</p> <p>MS 7332 Real World Research (15 credits)</p> <p>MS 7078 Public Relations, Culture and Society (30 credits)</p> <p>MN 7360 Principles and Practices of Marketing (15 credits)</p>	<p><b>Core Modules:</b></p> <p>MS7124 15 credits Representing Intercultural Meaning: Exhibition Project (Christian Morgner and tba)</p> <p>MS7125 15 credits Media Production across Cultures and Organisations (George Flemming)</p> <p><b>Optional Modules</b> (students need to choose modules up to value of 30 credits, for instance, 2 x 15 credit modules or 1 x 30 credit module)</p> <p>MS7211 The Cultural Industries: Theory, Policy &amp; Practice (Mark Banks) (15 credits)</p> <p>MS 7052 Chinese Media in a Global Context (15 credits)</p> <p>MS 7056 Globalization of Sexuality: Culture and Media (15 credits)</p> <p>MS 7310 Strategic Communications Management (15 credits)</p>
<b>Semester total: 60 credits</b>	<b>Semester total: 60 credits</b>
	<b>Dissertation 60 Credits</b>
<b>Year total: 180 credits</b>	

## **Appendix 2: Module specifications**

All new module specifications have been included as appendices to the PA documentation. For existing optional modules see module specification database:

<http://www.le.ac.uk/sas/courses/documentation>