University of Leicester

1. Programme Title(s):

MA in Media, Culture and Society
PG Diploma/PG Certificate in Media Culture and Society*

*Exit awards only

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 is 12 months

The maximum period of registration is 24 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:

None accepted

7. Programme aims:

The programme will enable students to draw on contemporary social and cultural theory in order to study the global, national, social, political and regulatory systems in which the media are located, and to understand their creation and consumption as a set of distinct social practices. This will be achieved by helping students build a critical awareness of media and the social processes that are associated with them as elements located within, and constitutive of, global societies and cultures.

The programme will provide training in the methods and techniques of social science and media, communication and cultural studies, presenting students with opportunities to apply the skills they acquire in the academic study and critical evaluation of the media and their role in contemporary society. By completing modules that combine training in research methods as they examine substantive issues and problems in the study of media and culture students will broaden their

knowledge of the field while simultaneously deepening their appreciation of the relationship between theory and research.

Graduates from this programme will be equipped to pursue academic study at research degree level. In terms of design the programme aims to integrate with existing programmes.

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

- QAA Framework for Higher Education Qualifications
- University of Leicester Learning and Teaching Strategy: **http://www2.le.ac.uk/offices/sas2/quality/learnteach**
- University Employability Strategy
- Annual programme reviews of existing taught postgraduate provision
- Periodic Developmental Review Reports (November 2011)
- External examiners' reports
- First Destinations Data
- Surveys of registered Department of Media and Communication taught postgraduate students

9. **Programme Outcomes:**

The Intended Learning Outcomes listed below refer to Postgraduate Diploma and Master's level, except where indicated otherwise

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(a) Subject and Professional skills		
Knowledge		
Demonstrate advanced knowledge of theories of society, media and culture, their origins and contemporary application in the study of media and communication technologies and the social and cultural processes associated with them. For the PG Cert: demonstrate knowledge of the theories, methodologies and approaches used for studying these subjects For the MA and PG Dip: demonstrate advanced knowledge of the theories, methodologies and approaches used for studying these subjects	Lectures, seminars, tutorials, workshops, guided reading, tutor feedback on assessment.	Seminar presentations, essays and, for the MA only, the dissertation.
Concepts		

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, research reviews; individual and/or small group research projects; and, for the MA, the dissertation.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Techniques		
For the PG Cert: describe and explain, for the PG Dip and MA, describe, explain and apply 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; for the MA only: mount and sustain an independent academic enquiry at an advanced level.	Lectures, interview-based discussions with key researchers, seminars, tutorials, guided reading, dissertation supervision; tutor feedback on assessment; and, for the MA, supervision of dissertation work.	Individual and/or small group research projects; and, for the MA, the dissertation.
Critical analysis		
For the PG Cert: describe contrasting theoretical approaches and empirical research techniques. For the PG Dip and MA describe, critically discuss and evaluate contrasting theoretical approaches and empirical research techniques and construct critical lines of enquiry.	Lectures, seminars, tutorials, discussion workshops, guided reading, tutor feedback on assessment.	Seminar presentations, essays; individual and/or small group research projects, and, for the MA, the dissertation
Presentation		
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, essays, research reports; and, for the MA, the dissertation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Appraisal of evidence		
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. 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. For the MA only: in addition, the ability to mount and sustain an independent level of inquiry at an advanced level..	Lectures, seminars, tutorials, guided reading, tutor feedback on assessment research exercises; and, for the MA, supervision of dissertation work.	Seminar presentations, essays, research reports; for the MA, the dissertation.
(b) Transferable skills		
Research skills		
Undertake literature reviewing, demonstrate knowledge of principles of research design; and apply research methods and data analysis techniques. (	Lectures in research methods, independent/group research exercises; and, for the MA, supervision of dissertation	Seminar presentations, essays, research reports; and, for the MA, the dissertation
Communication skills		
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; and, for the MA, dissertation supervision.	Seminar presentations, essays, research reports; and, for the MA, the dissertation
Data presentation		
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; and, for the MA, dissertation supervision and feedback.	Small group research projects; and, for the MA, the dissertation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Information technology		
Ability to use appropriate information technologies for the presentation of information, analysis of data and in writing.	Lectures and seminars	Seminar presentations, essays, research reports; and, for the MA, the dissertation
Problem solving		
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, the dissertation.
Working relationships		
Ability to identify and make use of expert sources of advice and guidance; ability to collaborate with peers.	Group research exercises; and, for the MA, dissertation supervision.	Seminar presentations; research reports; and, for the MA, the dissertation.
Managing learning		
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: 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, essays, research reports; and, for the MA, the dissertation
Career management		
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:

This programme provides research-led postgraduate teaching and supervision that will attract students interested in careers in the cultural industries and in further academic research.

It offers research-led teaching delivered by academic staff who are leading the fields of media, cultural and communication research and the sociology of culture. Intended as a flagship jointly taught programme for the newly merged School of Media, Communication and Sociology, the programme features a focus upon the intellectual underpinnings of media and cultural studies, and explores the current interface between the disciplines in relation to such developments as cultural sociology.

The first core module 'Contemporary Issues in Media, Communication and Culture' (MS7009) follow a lecture-seminar dealing with the key topic in media and cultural studies encouraging students to critically assess relevant concepts and ideas. The module presents the central debates in the field and underscores the economic, political, cultural and technological forces that shape media and communication practices in social context.

The second core module 'Social and Cultural Theory' (SY7037) offers students an opportunity to gain an appreciation and deeper understanding of the topics that are prominent in the fields of sociological research and the social, political, cultural and economic issues that underpin them. Students are invited to be aware of the contrasts and tensions between different theoretical approaches and to critically evaluate their respective strengths and weaknesses.

The final core module—Exploring the Social World (SY7043)—employs an innovative interview-led lecture format. This comprises a series of interviews with prominent researchers in the fields of sociology, media, communications and culture to facilitate discussion of research methods and project design. These are principally conducted with past or present members of academic staff, alumni and associates of the College of Social Science. The interviewee researchers are selected on the basis of their specialism so as to cover the key substantive areas of the module and to allow coverage of a range of approaches, techniques and philosophies in keeping with the aim of exposing students to a variety of ways of researching sociology, media, culture and communication.

The format of these interview-workshops is as follows:

- A week before the workshop, students will be given a single reading either written by, or related to the topic of, the research undertaken by the interviewee

- The session will begin with a brief introduction to the work and profile of the researcher, and then will consist of an interview by a contributor to the module based around a series of questions covering such topics as: how the researcher became interested in a particular field; how their research questions were developed; how the research was initiated, designed, executed, etc.; difficulties encountered in the field; anticipated findings and unexpected discoveries; the practicalities of analyzing data; and the outcomes and impacts of their research both within the academic community and beyond.

- There will then be a period of time for students to ask their own questions, both on the basis of the interview and on the basis of having read the related reading prior to the session.

- This format will be linked to the assessment for the module for which students will be asked to evaluate the work of a particular researcher.

The key aim of this approach is to avoid abstracted discussions of methods and theory and to show in concrete terms real world examples of research which include discussions of the practical, substantive and philosophical issues encountered in the field. By showcasing people undertaking work in diverse fields, and employing a range of techniques, students will be exposed varied research approaches that have been applied in a wide range of settings. In addition to this core module, discussions of methods, methodology and epistemology will in various ways be built into the other modules in the programme, covered always through their application in relation to concrete substantive concerns.

The programme's innovation lies in the use of a range of assessment methods so as to avoid an over-reliance on essays and exams. The programme has been designed to ensure that assessment methods are germane to the topics covered and the ILOs specific to each module. For example, in the case of Exploring the Social World, a core part of the assessment consists of a portfolio comprising weekly evaluations of the research of plenary discussants. The module Social and Cultural Theory' presupposes an essay proposal and a final essay as the key assignments. Here the assessment method is in close relation to the learning outcomes which centre on the capacity of students to evaluate the relationship between research problems, research strategies, and theoretical perspectives. A further benefit of employing a broad array of assessment types and

formats is that it opens the accessibility of the programme to a range of learning styles and approaches.

11. Indications of programme quality:

The programme is taught by the newly merged School of Media, Communication and Sociology, and both former departments comprising this School have an extensive track record in PGT provision.

12. Scheme of Assessment

As defined in [Senate Regulation 6:](#) Regulations governing taught postgraduate programmes of study.

13. Progression points

As defined in [Senate Regulation 6:](#) Regulations governing taught postgraduate programmes of study.

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 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.

15. Additional information [e.g. timetable for admissions]

16. External Examiners:

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports can be found [here](#).

Appendix 1: Programme structure (programme regulations)

All candidates will take three Core modules, one for 30 credits and two for 15 credits, in Semester 1,. They will select three option modules for 15 credits each from the list of optional modules available in semester 2, as outlined below. Candidates for the award of the MA in Media, Culture and Society will complete a supervised Dissertation for 60 credits.

Semester 1:

MS7009	Contemporary Issues in Media and Cultural Studies	30
SY7043	Exploring the Social World	15
SY7037	Social and Cultural Theory	15

Semester 2:

4 x 15 credit option modules chosen from the following:

- MS7211 The Cultural Industries: Theory, Policy and Practice
- MS7214 Gender Politics in Contemporary Media
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- MS7223 Studying Film
- SY7038 New Communication Technologies, Social media and Digital Politics
- SY7022 Race & Ethnicity
- SY7020 Sociology of Sport.

MS7012 Dissertation (60 credits)

- *The list of optional modules available on individual programmes may be subject to change during the academic year*

Appendix 2: Module Specifications

See module specification database http://www.le.ac.uk/sas/courses/documentation