Programme Specification (Postgraduate)   FOR ENTRY YEAR: 2022/23

Date created: 03/03/2021   **Last amended:** 21/11/2022   **Version no.** 3

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

MA in Mass Communications

PG Diploma/PG certificate in Mass Communications *

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 critical knowledge of the historical development and key paradigm shifts in the study of media, culture and communication and with a comprehensive grounding in the theories and research necessary for studying, analysing, and understanding media and communication processes in both national and global contexts. The programme provides

students with the tools to critically research and examine the central role of mediated communication in all aspects of society: political, social and cultural. The course provides extensive training in communication and social science research methods and approaches and their adaptation to the challenges of researching the digital communication environment.

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

Course objectives: at the end of the course students will have an understanding of:

• The relationship between contemporary media issues and social theory, including debates about media and modernity;

• The role of communication within processes of globalization;

• Ability to critically assess competing arguments in media and social theory;

• Different perspectives on the organisation of the mass media, and different frameworks for the analysis of the way such organisations operate both nationally and internationally;

• The organisational, professional and ideological constraints on the production of news and other media content;

• Key theories and models of media influence, media audiences and media consumption;

• The historical progression and socio-political context of research on media influence and media audiences;

• The social/audience/research implications of new media and communication technologies;

• The relationship between theory and method in the social sciences;

• The strengths and weaknesses of a broad range of approaches and methods for analyzing media and communication processes;

• How to identify, access and use information and communication resources in the social sciences;

• How to collect, manage, analyse and interpret communication and social science research data;

• How to formulate research questions, conceptualise research problems, design and carry out small-scale social science research.

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

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 the subject and of the historical and socio-cultural context of theorizing and research in this field. For the PG Cert: Knowledge of the theories, methodologies and approaches used for studying the subject	Lectures, seminars, tutorials, practical assignments, workshops, guided reading, tutor feedback on assessed work	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation
For the MA and PG Dip: Advanced knowledge of the theories, methodologies and approaches used for studying the subject.	Lectures, seminars, tutorials, practical assignments, workshops, guided reading, tutor feedback on assessed work	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, 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 media organizations, media professionals, and media and communication processes in both national and global contexts.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation
For the MA and PG Dip: Describe, explain and critically discuss media organizations, media professionals, and media and communication processes in both national and global contexts.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision during office hours	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation

iii)   Techniques

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to describe and apply a range of media research methods. Ability to analyse and assess a variety of multimodal media 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	Five core one-semester modules in the subject, options, seminars and dissertation tutorials	Seminar presentations, essays, written assignments, multiple choice quiz, 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 concepts and techniques with independence, rigor and self- reflexivity.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation
For the MA and PG Dip: Critically discuss and evaluate concepts and techniques with independence, rigor and self- reflexivity.	Lectures, seminars, tutorials, independent research, one-to-one meetings/supervision	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation

v)   Presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to: organize research material to present coherent and effective arguments; to distinguish between different kinds of relevant and non- relevant sources and material; to work individually and in groups to present findings; to write-up and deliver oral reports on findings to a professional standard.	Seminars, tutorials, independent research, one-to-one meetings/supervision	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, 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.	Seminars, tutorials, independent research, one-to-one meetings/supervision	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, 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.	Seminars, tutorials, independent research, one-to-one meetings/supervision	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, 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.	Seminars, tutorials, independent Research, one-to-one meetings/supervision	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation

b) **Transferable skills**

i)   Research skills

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Progressive improvement in the ability to locate, organise and marshal evidence, ability to identify and critically review relevant literature, formulate research questions; conceptualise, plan and execute research, applying appropriate methods; analyse complex ideas, theories and data; report findings; construct sophisticated critical arguments	Through progressive modes of assessment, from essays to the dissertation, which draw on increasing levels of knowledge and understanding	Seminar presentations, essays, written assignments, multiple choice quiz, 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 oral presentations to professional standard; work effectively in a group to complete the research methods assignment; respond effectively to questioning; write cogently and clearly	Lectures, seminars, group-work and tutorials, one-to-one meetings/supervision	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation

iii)   Data presentation

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to utilise appropriate computer software for data management and presentation purposes, and ability to present research clearly and effectively using appropriate IT resources	Modules, assignment, seminar feedback; and, for the MA, dissertation supervision and feedback.	Seminar presentations, essays, written assignments, multiple choice quiz, 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 identification, retrieval, analysis and presentation of data. Ability to use selected specialist software for the analysis of qualitative and quantitative data	Lectures, seminars, practical exercises and own research	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation

v)   Problem solving

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Demonstrate problem formulation and solution.	Lectures, seminars, tutorials, independent and group work.	Seminar presentations, essays, written assignments, multiple choice quiz, research design report, and, for the MA only, the dissertation

vi)   Working relationships

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Combination of individual and group skills related to project development, research and assessment of findings. Knowing how and when to draw on the expertise of others.	Seminar activities, tutorials, group work, dissertation proposal	Seminar and workshops, tutorials, and, for the MA only, the preparation of dissertation proposal

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; modules in research methods, independent/group research exercises	Seminar presentations, essays, research design assignments, 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 dissertation supervision	Student evaluation of the course and students' reflections on their own personal and professional development in tutorials and face to face group discussions

10. Special features

- The programme offers a unique historically grounded perspective on the evolution of mass communications in the 20th century and the transition to the digital communications environment of the 21st century.

- It provides students with a thorough grounding in the theories, approaches and research necessary for studying, analysing, and understanding media and public communication processes in the rapidly evolving global media and communications ecology.

- The programme introduces students to the conceptual frameworks and theories necessary for analysing and understanding the central role of media and communication in the context of social, political and technological change. And it provides students with the frameworks and analytical skills for researching media and communication roles in relation to social, political and cultural power.

- Emphasis is given to training in the full range of quantitative and qualitative methods and approaches necessary for analysing all aspects of the communication process, from media organisations, media professionals and production to media content, audiences and cultural consumption.

- The programme is taught by a team of research active academic staff who deliver world leading and internationally recognised research across diverse aspects of the field of media and communication.

- The programme is delivered with an emphasis on flexible and interactive modes of teaching and learning, including classroom based as well as synchronous and a-synchronous online lectures, seminars, workshops and tutorials. Students will be actively involved in classroom discussions, seminar/workshop activities, group exercises and in individual projects.

11. Indicators of programme quality

As the University's first degree of its kind, the programme has a long and distinguished track record and is well recognized globally. External examiners consistently praise the MA in Mass Communications for its comprehensiveness, up-to-dateness and coherence. Students graduating from the programme have gone on to successful careers in academia, teaching, commercial research, and a wide range of media and communications-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.

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 Mass Communications

Updates to the programme

Academic year affected	Module Code(s)	Update
2022/23	MS7084 and MS7214	Semester 2 option modules added.
2022/23	MS7002	Core module MS7002 name change from Mass Communication Theory, to Media and Communication Theory
2022/23	MS7021	Semester 2 option module MS7021 name change from Health Communication in Global Context, to Health Communication Theory and Practice

Credit breakdown September intake

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.

Status	Year long	Semester 1	Semester 2	Other delivery period
Dissertation/project	60 credits	Choose an item.	Choose an item.	Choose an item.

180 credits in total

Credit breakdown January intake

Status	Year long	Semester 2	Semester 1	Other delivery period
Core taught	Choose an item.	30 credits	60 credits	Choose an item.
Optional	Choose an item.	30 credits	Choose an item.	Choose an item.
Dissertation/project	60 credits	Choose an item.	Choose an item.	Choose an item.

180 credits in total

Level 7/Year 1 September intake   2022/23

Core modules

Delivery period	Code	Title	Credits
Semester 1	MS7009	Contemporary Issues in Media and Cultural Studies	30 credits
Semester 1	MS7400	Media Research Methods	15 credits
Semester 1	MS7002	Media and Communication Theory	15 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
Term 3	MS7012	Dissertation	60 credits

Notes

MS7012 is compulsory only for degree of MA

Option 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 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7006	Global Affairs: Actors, Communication and Culture	15 credits
Semester 2	MS7310	Strategic Communication Management	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	MS7084	Advertising Creativity	15 credits
Semester 2	MS7214	Gender Politics in Contemporary Media	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   2022/23

Core 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 1*	MS7009	Contemporary Issues in Media and Cultural Studies	30 credits
Semester 1*	MS7400	Media Research Methods	15 credits
Semester 1*	MS7002	Media and Communication Theory	15 credits
Semester 2*	MS7012	Dissertation	60 credits

Notes
(* denotes modules that take place in academic year 2023/24); MS7012 is compulsory only for degree of MA

Option 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 2	MS7082	Global Communications and Development	15 credits
Semester 2	MS7006	Global Affairs: Actors, Communication and Culture	15 credits
Semester 2	MS7310	Strategic Communication Management	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	MS7084	Advertising Creativity	15 credits

Delivery period	Code	Title	Credits
Semester 2	MS7214	Gender Politics in Contemporary Media	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 (Note - modules are organized by year of delivery).