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

    BA Media and Communication

    BA Media and Communication with a year-abroad^

Notes

^ Students may only enter this programme by approved transfer at the end of Year 1

   a) **HECOS Code**

HECOS Code	%

   b) **UCAS Code**

   P910

2. **Awarding body or institution:**

University of Leicester

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

Full-time

   b) **Type of study**

Campus-based

4. **Registration periods:**

BA Media and Communication

The normal period of registration is 3 years

The maximum period of registration 5 years

BA Media and Communication with a year-abroad

The normal period of registration is 4 years

The maximum period of registration 6 years

5. **Typical entry requirements**

    A/AS-levels: Three A-levels usually required. The entry requirement is ABB for the BA Media and
    Communication All subjects accepted. Two AS-levels considered in place of one A-Level.
    GCSE: No specific requirements.
    Access to HE Diploma: Pass relevant diploma with some credits at distinction.
    European Baccalaureate: Pass with 77% overall. **Internat**
    ional Baccalaureate: Pass Diploma with 30 points. **Cambr**
    idge Pre-U: D3/M2/M2 in Principal

Subjects. **Leicestershire Progression Accord**: BBB plus
full Accord Credits
BTEC Nationals: Full Diploma with DDM.
Other Qualifications: Other national
and international qualifications welcomed. Mature students welcomed
Alternative qualifications considered.

6. **Accreditation of Prior Learning**

Second Year Entry: Possible for those with advanced qualifications compatible with our degree structure.

7. **Programme aims**

The **BA Media and Communication** aims to:
- Offer an education of the highest quality, encouraging and stimulating critical intellectual development through guided learning in a research environment.
- Offer teaching and learning in key areas of the field of media and communication and combine academic and practical elements so as to integrate employability into academic teaching and learning.
- Provide students with some degree of specialisation and enable them to choose the areas of teaching and learning they are most interested in through the provision of study routes.
- Provide students with knowledge of theoretical and methodological approaches within the field of media and communication, in order to make students aware of the place of mass and digital media within their broader social, economic, political, and cultural contexts at both national and international levels.
- Enable students to explore and develop their interest in a wide range of media issues and debates, and to develop their abilities to apply concepts, theories and techniques to analyse and explain different areas of mediated communication.
- Enable students to articulate ideas and information clearly and competently.
- Enable students to develop independent learning skills and form independent judgments.
- Help students develop a range of analytical, practical and employability skills.
- Develop skills of group management, leadership and peer responsibility.
- Provide a supportive and stimulating learning environment.

For those on the Year Abroad:
- provide an opportunity for Leicester students to spend their third year abroad, studying at an overseas partner institution as part of the Study Abroad exchange programme;
- develop study skills in another university following a guided programme of learning for the period spent abroad;
- provide an opportunity for exchange students from partner institutions in another country to study in the United Kingdom;
- provide and build on links between the University of Leicester and its partner institutions
- develop an appreciation of the different approaches to the study of media and communication adopted by different types of scholars.

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

- QAA Frameworks for Higher Education Qualifications,
- QAA Benchmarking statement for Communication, Media, Film and Cultural Studies
- 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

BA Media and Communication

a) Discipline specific knowledge and competencies

i) Mastery of an appropriate body of knowledge

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Be informed and critically understand/discuss key debates and developments within the field of media and communication studies.	Lectures, tutorials, seminars, directed reading, independent research, resource-based learning.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, online diaries, reflective commentaries.
[Year abroad] Acquire knowledge of different debates and schools of thought in an academic context abroad.		

ii) Understanding and application of key concepts and techniques

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Explain the attributes and complex role of media and communication within societies.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, media production exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, computer-based exercises, media production projects.
Analyse the various theoretical and scholarly approaches to understanding mediated communication processes and phenomena.	Tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, media production exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, computer-based exercises, media production projects.
[Year Abroad] Understand and explain the complex role of media and communication within a specific social context abroad.		

iii) Critical analysis of key issues

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Analyse media and communication processes and structures at national and international levels.	Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.
Analyse the role of societal, cultural, economic and technological factors in the processes of mediated communication.	Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.
Critically evaluate the nature of media and communication studies.	Tutorials, seminars, directed reading, independent research, team problem solving exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.
[Year abroad] Demonstrate the ability to analyse media and communication processes and structures through different cultural contexts, political and social structures.		

iv) Clear and concise presentation of material

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Analyse and synthesise literature that addresses key debates within the field of media and communication studies	Tutorials, seminars, directed reading, independent research, team problem solving exercises.	Writing tasks, seminar presentations, contributions to discussions, online forums, online diaries.
Present problems of the field of media and communication studies in a variety of written and oral formats.	Tutorials, seminars, directed reading, independent research, team problem solving exercises.	Writing tasks, seminar presentations, contributions to discussions, online forums, online diaries.

v) Critical appraisal of evidence with appropriate insight

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Use social scientific and humanistic methodologies to address research questions within the field of media and communication studies.	Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, practical classes, methods exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.
Develop and sustain scholarly arguments, formulating appropriate questions and utilising evidence.	Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, methods exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.
Critically evaluate scholarly texts and source materials.	Lectures, tutorials, seminars, directed reading, independent research, team problem solving exercises, practical classes, methods exercises.	Essays, examinations, dissertations, seminar presentations, contributions to discussions, problem-based exercises and reports, portfolios, online forums, reflective commentaries, independent research projects.

vi) Other discipline specific competencies

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Design, research and present an independently conceived research project.	Independent research, methods exercises.	Independent research projects, dissertations.
[Year Abroad] Demonstrate inter-cultural awareness and understanding		

b) Transferable skills

i) Oral communication

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Present material using appropriate resources, including visual, written and aural material.	Seminars, tutorials, team problem solving exercises.	Seminar presentations, contributions to offline and online forums/discussions.

ii) Written communication

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Articulate ideas, information and debates through the use of clear and competent English, including the use of grammar, spelling, sentence construction and clear structure.	Lectures, tutorials, seminars, directed reading, independent research.	Essays, examinations, dissertations, seminar presentations, online diaries, independent research projects.

iii) Information technology

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Demonstrate competency with Information Technology and theoretical knowledge of its development and uses.	Study skills workshops, tutorials, seminars, directed reading, independent research, computer practical classes, methods exercises.	Essays, dissertations, independent research projects, online production exercises, computer-based exercises, online forums, online diaries, methods exercises.
Use software packages (e.g. SPSS), virtual learning environments (e.g. Blackboard), and the internet for learning and research purposes.	Study skills workshops, tutorials, seminars, directed reading, independent research, computer practical classes, methods exercises.	Essays, dissertations, independent research projects, online production exercises, computer-based exercises, online forums, online diaries, methods exercises.

iv) Numeracy

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Demonstrate numeracy skills and use statistics in media and communication research.	Lectures, tutorials, seminars, directed reading, independent research, computer practical classes, methods exercises.	Essays, dissertations, independent research projects, computer-based exercises, methods exercises.

v) Team working

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Work in groups and develop skills in group management, leadership and peer responsibility. Learning in group situations.	Tutorials, seminars, team problem solving exercises.	Essays, dissertations, independent research projects, computer-based exercises, methods exercises.

vi) Problem solving

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Evaluate and address problems. Develop solutions and recognise further problems that might arise.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises, media production exercises.	Essays, independent research projects, computer-based exercises, problem- based exercises and reports, media production exercises.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Stimulate interest in problem solving.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises, media production exercises.	Essays, independent research projects, computer-based exercises, problem- based exercises and reports, media production exercises.

vii) Information handling

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Find and analyse new information.	Lectures, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises.	Essays, independent research projects, computer-based exercises, problem- based exercises and reports, media production exercises.

viii) Skills for lifelong learning

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Manage time effectively.	Directed reading, independent research.	All of the above.
Work independently as well as in groups.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises, media production exercises.	Essays, independent research projects, computer-based exercises, problem- based exercises and reports, media production exercises.
Plan research and present results using oral and written communication.	Lectures, tutorials, seminars, directed reading, independent research, practical classes, team problem solving exercises, methods exercises, media production exercises.	Essays, independent research projects, computer-based exercises, problem- based exercises and reports, media production exercises.
[Year Abroad] Demonstrate strategies for self- monitoring and continued maintenance and development of skills in a different culture and institution		

10. Progression points

This programme follows the standard Scheme of Progression set out in Senate Regulations – see the version of Senate Regulation 5 governing undergraduate programmes relevant to the 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

Progression Points with a Year Abroad

According to Senate Regulation 5.29, in the case of four-year programmes in which the year out does not count towards the final classification, the second and fourth years are used in

determining the degree class, according to the standard scheme for three year programmes.

Application to Transfer from single subject BA to BA with a Year Abroad

Students are invited to apply at the end of their first year to transfer to the BA with a Year Abroad. Students are selected on the basis of their first year average of 60% and above with those obtaining the highest average having priority. In addition, performance is also reviewed, taking into account such indicators as attendance and observation of academic obligations. Absence from tutorials without mitigating circumstances and non-submission of required coursework would be examples of poor performance and would result in an application being rejected.

Progression from 2nd year to year abroad

Students may progress to the year abroad with no failed modules in year 2 and with an average mark of 60% from year 1 and 2. Good attendance and observation of academic obligations must continue to be maintained throughout year 2. Failure to do so may result in the opportunity to study abroad being withdrawn.

Progression from year abroad to final year

For the year abroad year students are required to complete the equivalent of 60 ECTS if studying at a European partner institution or an equivalent number of credits at one of the International partner institutions.

For a student to progress to the final year of the BA with a Year Abroad programme the student has to achieve an average of 50% for the whole year. If a student has failed to achieve an average of 50% for the year, including resit options as per the partner institution's rules, by the September Board of Examiners, the Board will consider whether the student should have to transfer on to the single subject BA for their final year, taking their overall attendance and observation of academic obligations into consideration.

a) **Course transfers**

Course transfers are decided on the basis of our general entry criteria. Each individual case will be evaluated by our admissions tutor and the UG Programme Director, as appropriate.

11. Criteria for award and classification

This programme follows the standard scheme of undergraduate award and classification set out in Senate Regulations – see the version of *Senate Regulation 5 governing undergraduate programmes* relevant to the year of entry.

12. Special features

BA Media and Communication:
a. The Programme's structure supports the development of the following four (currently loosely structured) areas of specialisation: mass communication; new/digital media; media practice; film and cultural studies.
b. In all three years, students are given the opportunity to carry out practical/production work (Year 1: production of a digital artefact; Year 2: TV production; Year 3: online journalism).
c. The Programme has strong profile in international and global media and communication, as well as in new media and communication technologies.

Students may apply to transfer to the BA (with a Year Abroad) after successful completion of the first year and subsequent successful completion of the second year.

The BA with a Year Abroad provides for students spending their third year at one of our partner institutions and then returning to Leicester for their final year.

The list of partner institutions is subject to change at short notice.

The exchange is a 'cultural exchange', so that students cannot apply to study at a University in a country/region from which they originally come.

Applications to transfer on to the BA with a Year Abroad degree are made towards the end of the first year. Students are selected on the basis of their first year marks.

13. Indications of programme quality

The programme has consistently sustained a high level of student satisfaction with teaching and learning. Positive reports of the quality of the programme has been received from External Examiners who have noted, for example, the balance between core and elective subjects, the breadth of options, and the fact that "Teaching, learning and assessment are all of a very high standard."

14. External Examiner(s) 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]

15. Summary of programme delivery and assessment:

The Programme's structure supports the development of four (currently loosely structured) areas of specialisation: mass communication; new/digital media; media practice; film and cultural studies. This means that students in their second and final year of study are given the opportunity through optional modules to choose the area of study in which they wish to specialise. Specifically, they can choose 2 out of 6 modules in Year 2 and 4 out of 6 modules in Year 3, with options being available in all four areas of specialisation.

Accordingly, a range of teaching methods are in place, such as: lectures, tutorials, seminars, workshops, directed reading, independent research, computer and other practical classes, media production exercises, and team problem solving exercises.

Thus, assessment varies by module and by area of specialisation, so that the intended learning goals of each area of specialisation and module are met as appropriate. Specifically, students are assessed by a combination of written assignments (e.g., essays, portfolios, reports, reflective commentaries, methods exercises), class presentations, media production projects, online forums and diaries, and examinations. Also, they complete a dissertation on a chosen topic of research in their final year.

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.

BA Media and Communication

Level 4/Year 1   2021/22

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	Choose an item.	60 credits	60 credits
Optional	Choose an item.	Choose an item.	Choose an item.

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	MS1001	Introduction to Media and Communication [1,2,4]	30 credits
Sem 1	MS1006	Digital Storytelling [2,3,4]	15 credits
Sem 1	MS1011	Media Origins [1,4]	15 credits
Sem 1	MS1009	Introduction to Academic Skills	0 credits
Sem 2	MS1002	Studying Media and Communication [1, 2, 4]	30 credits
Sem 2	MS1003	Global Media [1, 2, 4]	15 credits

Delivery period	Code	Title	Credits
Sem 2	MS1010	Creative Audiences [1, 4]	15 credits

Notes
n/a

Level 5/Year 2   2022/23

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	Choose an item.	45 credits	45 credits
Optional	Choose an item.	15 credits	15 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	MS2009	Digital Media and Everyday life [2]	30 credits
Sem 1	MS2000	The Production of News [1]	15 credits
Sem 1	MS2013	Professionalism and Employment in the Media	0 credits
Sem 2	MS2016	Media and Communication Research in Practice [1]	30 credits
Sem 2	MS2017	Television Studies [1,4]	15 credits

Notes
[n/a]

Option modules

Delivery period	Code	Title	Credits
Semester 1	MS2001	Political Communication [1]	15 credits
Semester 1	MS2006	Identity and Popular Culture [1]	15 credits
Semester 1	MS2012	Global Film Culture [4]	15 credits
Semester 2	MS2003	Introduction to Filmmaking [3]	15 credits
Semester 2	MS2005	Working in the Creative Industries [4]	15 credits
Semester 2	MS2010	Journalism Studies [1]	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 6/Year 3   2023/24

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	60 credits	Choose an item.	Choose an item.
Optional	Choose an item.	30 credits	30 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Year long	MS3030	Dissertation	60 credits

Notes
[n/a]

Option modules

Delivery period	Code	Title	Credits
Semester 1	MS3003	Environmental Communication [1]	15 credits
Semester 1	MS3004	Global Cultures [1]	15 credits
Semester 1	MS3013	Media and the Body [4]	15 credits
Semester 1	MS3024	Reporting Panics [2]	15 credits
Semester 1	MS3041	Media, Rights and Responsibilities [1]	15 credits
Semester 2	MS3009	The Media, Celebrity and Fan Culture [4]	15 credits
Semester 2	MS3000	Media and Gender [4]	15 credits
Semester 2	MS3025	Online Journalism: Theory and Practice [3]	15 credits
Semester 2	MS3026	Community Radio in Practice [3]	15 credits
Semester 2	MS3027	Writing for PR [3]	15 credits
Semester 2	MS3019	Advertising and Consumer Culture [4]	15 credits
Semester 2	MS3035	Client Led Media Production [3]	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.

The number/s in square brackets indicates the area of specialization, which have been numbered as follows:

1. Mass Communication
2. Digital Media
3. Media Practice
4. Film and Cultural Studies

Students may substitute approved modules from an institution participating in the University's Study Abroad programme.

Updates to the programme

Academic year affected	Module Code(s)	Update
2022/23	MS3009	Option module MS3009 moved from Semester 1 to Semester 2

Appendix 2: Module specifications

See undergraduate module specification database (Note - modules are organized by year of delivery).

Appendix 3: Skills matrix

Programme Specification Appendix 3
Skills Matrix: (P910) BA Media and Communication
Post-Curriculum Transformation
Date amended: 29/05/17

Column key:
- MS1011 = MS1011 Media Origins
- MS1010 = MS1010 Creative Audiences
- MS2016 = MS2016 Media and Communication Research in Practice
- MS2017 = MS2017 Television Studies
- MS3019 = MS3019 Advertising and Consumer Culture

Programme Learning Outcomes	MS1001	MS1002	MS1003	MS1006	MS1009	MS1011	MS1010	MS2000	MS2001	MS2003	MS2005	MS2006	MS2009	MS2010	MS2012	MS2013	MS2016	MS2017	MS3000	MS3003	MS3004	MS3005	MS3030	MS3009	MS3011	MS3013	MS3014	MS3021	MS3022	MS3024	MS3025	MS3026	MS3027	MS3019
(a) Discipline specific knowledge and competencies																																		
(vi) Other discipline specific competencies																																		
Multimedia or video production techniques				x						x																						x		
Media research methodology						x											x					x												
Online journalism techniques																																x		
(b) Transferable skills																																		
(i) Oral communication																																		
Make verbal presentations to a variety of audiences		x		x					x	x	x	x	x						x	x		x				x		x			x	x		
Demonstrate ability to choose appropriate format/language		x		x					x	x	x	x	x						x	x		x				x		x			x	x		
Use appropriate presentation aids		x		x					x	x	x	x	x						x	x		x				x		x			x			
(ii) Written communication																																		
Produce a variety of work in different formats	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x		x	x	x	x	x	x	x	x		
Effective communication of ideas and arguments	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Critically review own work	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
(iii) Information technology																																		
File creation management and storage													x		x		x			x			x		x	x				x	x	x	x	
Use of electronic sources including internet, email, library cat.	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Word processing inc. formatting and charts, graphs	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Use of spreadsheets, charts, and graphs										x							x						x											
(iv) Numeracy																																		
Manipulate/present figures to support an idea or argument	x	x	x						x	x	x	x		x			x			x	x	x	x					x	x		x			
Graphical display of data										x							x						x											
Draw appropriate conclusions from numerical/graphical data	x	x	x			x			x	x	x	x		x			x				x	x	x	x				x	x		x			
Appreciate basic concepts in research	x	x		x		x	x			x							x						x											
Calculate and use simple statistics e.g. means										x													x											
(v) Team working																																		
Work as a group		x		x	x					x	x	x	x			x				x								x			x	x		
Work with the strengths and weaknesses of others		x		x						x	x	x	x							x								x			x	x		
Evaluate the contribution of others		x		x						x	x	x	x							x								x			x	x		
Appreciate the strengths and weaknesses of team working		x		x						x	x	x	x							x								x			x	x		