



## Programme Specification (Undergraduate)

FOR ENTRY YEAR: 2025/26

Date created: n/a

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Version no. 1

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### 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. **International Baccalaureate:** Pass Diploma with 30 points. **Cambridge 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.

### **Global Citizen Study Abroad (GCSA)**

For the aims, learning outcomes and application criteria for the GCSA Year Abroad please see <https://le.ac.uk/study/undergraduates/courses/abroad>

## **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.

## **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 Education Strategy](#)
- [University Assessment Strategy](#) [Login required]
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)

- United Nations Education for Sustainable Development Goals
- Student Destinations Data

## 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.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
[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.

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
[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.
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

### 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.

#### Global Citizen Study Abroad (GCSA)

For the aims, learning outcomes and application criteria for the Global Citizen Study Abroad (GCSA) please see <https://le.ac.uk/study/undergraduates/courses/abroad>

#### 12a. Research-inspired Education

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

RiE Quadrant	Narrative
	<b>Overview:</b> The BA Media and Communication programme involves research inspired content. Its modules - situated across the three years of the programme – are underpinned by staff interests and research clusters that focus on the areas of mass communication, new media, film and cultural studies and media practice. Core and option modules incorporate experiences for students to engage with media research, developing skills and assessing the appropriateness of research design and methodological choices. Research experience is integrated, similarly. Scaffolding the programme is a pathway of research training (in both academic research and practice) which helps students to produce academic research and media product-based outputs and related reflections.
<b>Research-briefed</b> Bringing staff research content into the curriculum.	<b>Research Briefed:</b> The programme reflects current scholarship in the field of media and communication alongside the present research interests and outputs of our internationally recognised staff. Module content and related assessments introduce students to a variety of theories, concepts and forms of analysis. This provides a conceptual foundation to the programme in years one, two and three and one that is developed across a range of research-focused optional modules from which students can select in years two and three.
<b>Research-based</b> Framed enquiry for exploring existing knowledge.	<b>Research based:</b> The programme encourages critical analysis of academic ideas and studies. Modules, teaching and assessments reflect focused analyses of media trends, origins and developments, established and new academic traditions and concepts in addition to the evaluation of the process by which research and research outputs are produced. As introduced in year one, this research-based content is then developed in both core and optional modules in years two and three.
<b>Research-oriented</b> Students critique published research	<b>Research oriented:</b> The programme includes a pathway of dedicated modules which address research methods and skills and span years one, two and three. These modules introduce students to the process of research design alongside the

content and process.	established outlooks and analytical skills they require to assess the methodological choices and outcomes of published research. In addition, the teaching and assessments of other modules in the programme demand that students show similar understanding and analysis of media products and their production.
<b>Research-apprenticed</b> Experiencing the research process and methods; building new knowledge.	<b>Research apprenticed:</b> The programme includes research methods training. This aspect enhances students' understanding of the design and execution of research projects, including the selection and application of various research techniques and analyses. Equally, sets of general research skills based around locating, analysing and presenting information feature within the programme, beginning with the first introductory modules.

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

The programme as part of the wider School of Arts, Media and Communication hosts a number of events based around media production, writing and research throughout the academic year for which undergraduates are invited.

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

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

Staff attend the School of Arts, Media and Communication Pedagogy Forum, which explores educational best practice, innovations, and how they can be incorporated into curricula and programme delivery across the School.

The teaching team

are involved in yearly processes of reflection on teaching and marking (i.e., peer observations) and programme content (through annual programme reviews).

### **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 have 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](mailto: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.

## Programme Specification (Undergraduate)

FOR ENTRY YEAR: 2025/26

Date created: n/a

Last amended: 16/01/2025

Version no. 1

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

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

Updates to the programme

Academic year	Module	Change
2024/25	MS1009 Academic Skills	0 credit module deleted

BA Media and Communication

**Level 4/Year 1      2025/26**

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	n/a	60 credits	60 credits
Optional	n/a	n/a	n/a

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

Delivery period	Code	Title	Credits
Sem 2	MS1002	Studying Media and Communication [1, 2, 4]	30 credits
Sem 2	MS1003	Global Media [1, 2, 4]	15 credits
Sem 2	MS1010	Creative Audiences [1, 4]	15 credits

#### Notes

n/a

### Level 5/Year 2      2026/27

#### Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	n/a	45 credits	45 credits
Optional	n/a	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      2027/28

#### Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	60 credits	n/a	n/a
Optional	n/a	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	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	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	MS3009	The Media, Celebrity and Fan 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

## **Appendix 2: Module specifications**

See undergraduate [module specification database](#) [Login required] (Note - modules are organized by year of delivery).