Programme Specification (Undergraduate) FOR ENTRY YEAR: 2027/28

Date created: n/a **Last amended:** 27/03/2026 **Version no.** 1

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
	Overview: The BA Media and Communication programme is grounded in research-inspired teaching. Its modules—delivered across all three years—draw directly on staff expertise and research clusters in mass communication, new media, film and cultural studies, and media practice. Core and optional modules give students structured opportunities to engage with media research, evaluate methodological choices, and assess the suitability of different research designs. A pathway of research training in both academic and practice-based methods supports students in producing scholarly work, creative media outputs, and accompanying critical reflections.
Research-briefed Bringing staff research content into the curriculum.	**Research-briefed:** The programme is research-briefed in that its content reflects current scholarship in media and communication and integrates the most recent research outputs of our internationally recognised staff. Modules introduce students to a wide range of theories, concepts, and analytical approaches, providing a strong conceptual foundation in Years 1–3. This foundation is extended through optional research-focused modules available in Years 2 and 3.
Research-based Framed enquiry for exploring existing knowledge.	**Research-based:** The programme is research-based because students critically examine existing academic studies, media trends, and theoretical traditions. Teaching and assessment encourage students to interrogate how research is conducted, how evidence is evaluated, and how academic debates evolve. These skills, introduced in Year 1, are deepened through both core and optional modules in Years 2 and 3.
Research-oriented Students critique published research content and process.	**Research-oriented:** The programme is research-oriented through a structured pathway of modules covering research methods and skills across all three years. These modules introduce students to research design, methodological decision-making, and the critical evaluation of published studies. Other modules across the programme also require students to apply similar analytical skills to media products, industries, and practices.

Research-apprenticed Experiencing the research process and methods; building new knowledge.	**Research-apprenticed:** The programme is research-apprenticed in that students receive hands-on training in designing and conducting research projects. They learn how to select and apply appropriate research techniques, analyse evidence, and present findings effectively. Foundational skills in locating, evaluating, and communicating information are introduced in the first year and built upon throughout the programme.

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 teaching staff in obtaining an accredited Higher Education teaching qualification, through which they demonstrate the application of teaching theory to their own practice and reflect on their current teaching and ongoing professional development.

Staff also participate in the School of Arts, Media and Communication Pedagogy Forum, which explores educational best practice and innovation, and considers how these can be embedded within curricula and programme delivery across the School.

The teaching team is further engaged in annual processes of reflection on teaching and assessment, including peer observation, as well as on programme content through annual programme reviews.

12b. Work-related learning

The workload of all students on this programme includes the opportunity to engage with *at least* 100 hours of employer informed, work-related learning activity. Further information regarding work-related learning is available online.

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 [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.

UNIVERSITY OF LEICESTER

Programme Specification (Undergraduate) FOR ENTRY YEAR: 2027/28

Date created: n/a **Last amended:** 27/03/2026 **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
2027/28	MS2013 Professionalism and Employment in the Media	0-credit core module removed
2027/29	MS2000 The Production of News	Core module removed
2027/28	MS2003 Film Making	New core module
2027/28	MS2009 Digital Cultures	Previously *Digital Media and Everyday Life.* Was 30 credits, now 15 credits
2027/28	MS2017 Television Studies	Core module removed
2027/28	MS2019 Media, Power and the Everyday	New 30 credit core module
2027/28	MS2016 Media and Communication Research in Practice	Was 30 credits, now 15 credits
2028/29	MS3030 Dissertation	Credit weighting changed from 60 credits to 45 credits

BA Media and Communication

Level 4/Year 1 2027/28

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
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 2028/29

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	n/a	45 credits	30 credits
Optional	n/a	15 credits	30 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	MS2009	Digital Cultures [2]	15 credits
Sem 1	MS2019	Media, Power and the Everyday [1]	30 Credits
Sem 2	MS2016	Media and Communication Research in Practice [1]	15 credits
Sem 2	MS2003	Film Making [3]	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	MS2005	Working in the Creative Industries [4]	15 credits
Semester 2	MS2010	Journalism Studies [1]	15 credits

Delivery period	Code	Title	Credits
Semester 2	MS2017	Studying Television: Content: Platforms, Practices [1,4]	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 2029/30

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	45 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	45 credits

Notes
[n/a]

Option modules

Delivery period	Code	Title	Credits
Semester 1	MS3004	Global Cultures and Everyday Politics [1]	15 credits
Semester 1	MS3024	Reporting Panics [2]	15 credits
Semester 1	MS3041	Media, Rights and Responsibilities [1]	15 credits

Delivery period	Code	Title	Credits
Semester 1	MS3040	Influencer Cultures	15 credits
Semester 1	MS3011	Games and Culture	15 credits
Semester 2	MS3025	Online Journalism: Theory and Practice [3]	15 credits
Semester 2	MS3026	Content and Podcast Creation [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).