



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Media, Communication Cultures

Course Code: BAMCT

2021/22

Award & Title

BA (Hons) Media, Communication Cultures (BAMCT)

Applicant Facing Course Specification for 2021/22 Undergraduate Entrants

Confirmed at MAR/2021

General Information

Award	Bachelor of Arts (with honours) Media, Communication, Cultures
Contained Awards	Bachelor of Arts Media, Communication, Cultures Diploma of Higher Education Media, Communication, Cultures Certificate of Higher Education Media, Communication, Cultures
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
Course Lengths & Standard Timescales	<p>Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance:</p> <ul style="list-style-type: none">• 3 years (full time, campus based)• 6 years (part time, campus based)
Part Time Study	<p>PT students will be supported by the course team to determine an appropriate selection of modules from the level for each year of study. PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.</p>
Location(s) of Delivery	City Campus, Leeds (plus location of placement if applicable)
Entry Requirements	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning</p> <p>Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk</p>

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to: Fees@leedsbeckett.ac.uk

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director

Dr Dan Kilvington

Your Academic Advisor

An Academic Advisor drawn from the Course Team will be allocated to you at induction.

Your Course Administrator

Adam Parkin

A.Parkin@leedsbeckett.ac.uk

Other 'In Year' Work Placement Information

Summary

There is an optional Module at Level 6, 'Career Cartographies: work-integrated learning in the Humanities', which involves work placement.

Length

Level 6: 80 hours work placement.

Location

Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.

Professional Accreditation or Recognition Associated with the Course

Professional Body

N/A

Accreditation/ Recognition Summary

N/A

Course Overview

Aims

The aims of the programme are to:

- provide students with a thorough grounding in the theories, methods and approaches to media, communication and cultural forms both locally and globally;
- provide students with the critical, intellectual, evaluative and research skills to analyse both historical and contemporary media, communication and cultures;
- provide students with the ability to critically interpret how cultures are shared, experienced and disseminated;
- enable students to understand the dynamic contexts of media, communication and cultures and to produce creative responses in a range of public and professional contexts.
- provide students with the attributes and key transferable skills relevant to equip them for professional careers or further study: independent research, analysis, digital literacy, networking capacities, creativity, enterprise/practice and oral and written communication;

The course offers a broad-based foundation in media, communication and cultural studies with content that includes increasing levels of specialisation as students move through the programme. Modules focus on a range of media contexts and forms including: television, film, internet and digital media, popular music, radio. While the programme is mandatory at Level 4 and the first half of Level 5, we support students to specialise at particular moments of the programme around their particular interests, for example in the second semester of Level 5 where optionality is first introduced, in 'Media Professionals' Workshop' or 'Applied Humanities', in 'Youth, Crime, Culture' or 'Comedy, Media and Diversity, in the Level 6 Media Dissertation, and in their elective module choices at Level 6. Throughout our students develop skills in independent research, communication and visual literacy.

Course Learning Outcomes

At the end of the course, students will be able to:

1	Demonstrate critical awareness of media and cultural contexts, practice and forms locally and globally.
2	Demonstrate a critical understanding of how cultures are created, shared, experienced and disseminated.
3	Understand the dynamic contexts of media, communication, cultures and produce creative responses to such shifts in a range of public and professional contexts.
4	Demonstrate skills in critical reflection, research and analysis as applied to media, communication and cultures.
5	Work independently and collaboratively in groups and with individuals from a range of settings to present, problem-solve and synthesise material related to media, communication, cultures.

Teaching and Learning Activities

Summary

The course is delivered through weekly lectures, seminars, and workshops although there is variation in terms of how individual modules utilise that format. Each module entails at least three hours of contact time for students.

Some colleagues teach in three hour blocks, others in 1.5 blocks others still in 1 hour/2 hour blocks depending on activities.

Lectures, which are most often delivered using powerpoint (and which also include clips, visual images, maps and other kinds of material), introduce and impart knowledge about theory, key critical concepts, offer textual interpretation of media texts and contextualise key debates. Lectures presentations and notes are made available to students via the University VLE. Detailed module guides help students navigate the learning activity each week and make recommendations for the pursuit of academic sources. Module readers equip students with the required reading for each weekly session.

Seminars/Workshops might for example involve close reading; small group-discussion of media texts or objects; creative work to demonstrate understanding of key concepts/ideas, work with a media professional on creating a media artefact, or the time may be used to receive a student-led assessed presentation. Most seminars will involve a combination of activities over their duration in order to maximize student engagement and knowledge acquisition.

The students who opt to do 'Media Professional Workshop' work in small groups with an assigned expert from the media industries. Students for example who work on making a documentary film with a BBC producer are required to produce a shooting schedule, carry out a shooting script, handle filming equipment, edit from rushes, learn how to use editing software – all in small groups scenarios where skills of negotiation, co-operation and team work are crucial. Or if they opt to do 'Applied Humanities: Live Brief Learning' they negotiate a 'live-brief' project with a media or cultural organization. In both cases students are placed in new and exciting 'real-life' employability scenarios.

In addition, there is an opportunity at Level 6 to choose an option module based upon a minimum of 80 hours placement activity or work-related learning, which is combined with online distance learning to help students map future career paths based upon the discipline knowledge and graduate skills they bring to potential employers.

The onus is placed on the student to do a number of independent research activities: set seminar reading, independent research using books, journals, websites and electronic databases, keeping learning journals and small student groups may meet at mutually convenient times to work on collaborative projects.

Coursework - may for example include: an analysis of a media form or genre, the construction of an essay plan, the preparation of a paired presentation, the creation of a media television concept, a group policy document for a local radio station, devising a podcast, a design for an empirical research project, or an essay written in response to a set topic devised by a student.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Part time students will be supported by the course team to determine an appropriate selection of modules from the level for each year of study. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 4

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Understanding Social Media (20 credits)	Y	Researching Television (20 credits)	Y
Cultural Studies (20 credits)	Y	BBC Radio: Cultural Talk, Public Purposes (20 credits)	Y

Media Interactions (20 credits)	Y	Cinematic Identities: Class, Gender and Race (20 credits)	Y
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Level 5

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Media: Past/Present, When/Where (20 credits)	Y	Researching Media and Culture (20 credits)	Y
Media Theory (20 credits)	Y	Media Professionals' Workshop OR Applied Humanities: Live Brief Learning (both of the above are 20 credits)	N
Popular Music and the Moving Image (20 credits)	Y	Comedy, Media and Diversity OR Youth, Crime, Culture (both of the above are 20 credits)	N

Level 6

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Media Dissertation (40 credits)	Y	Media Dissertation (40 credits)	Y
Option Module 1 (20 credits)	N	Option Module 3 (20 credits)	N
Option Module 2 (20 credits)	N	Option Module 4 (20 credits)	N

Indicative Option Modules

The option modules are indicative of a typical year. There may be some variance in the availability of option modules.

- Lifestyle, Media, Identity
- Genre Blending, Genre Bending
- New Media Geographies
- Race, Culture and Media
- Popular Music, Dissenting Cultures
- Digital Media and Culture
- Sports Media
- Media Celebrity and Film Stardom
- Challenging Gaming Culture
- Career Cartographies
- Human Obsolescence
- Music and The Digital

- Space Media
- Storytelling for Social Impact
- Surveillance Cultures

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed by coursework predominantly.

Level 5 is assessed by coursework predominantly, with some practical assessments.

Level 6 is assessed by coursework predominantly.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	276 hours	302 hours	210 hours
Independent Study	980 hours	954 hours	1046 hours
Placement	-	-	80 hours (on Career Cartographies only)

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and

personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.