



LEEDS
BECKETT
UNIVERSITY

Course Specification

BAH Media, Communication, Cultures

Course Code: BAMCT

2026/27

BA (Hons) Media, Communication, Cultures (BAMCT)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 10/2025

General Information

Award	Bachelor of Arts (with honours) Media, Communication, Cultures
Contained awards	Bachelor of Arts Media, Communication, Cultures (Level 6) Diploma of Higher Education Media, Communication, Cultures (Level 5) Certificate of Higher Education Media, Communication, Cultures (Level 4)
Awarding body	Leeds Beckett University
Level of qualification and 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 and standard timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is: <ul style="list-style-type: none">• 3 years (full time, campus based)• 6 years (part time, campus based)
Part time 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. PT students will be supported by the course team to determine an appropriate selection of modules from the level for each year of study. Some modules may be delivered in a different sequence from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
Location(s) of delivery	The majority of teaching will be at City campus but on occasion may be at Headingley campus. The majority of teaching will be at Headingley campus but on occasion may be at City campus.

Entry requirements

Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/>

Admissions enquiries may be directed to:

AdmissionsEnquiries@leedsbeckett.ac.uk.

Course fees

Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.

Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

Standard regulations apply to this course.

Professional Accreditation or Recognition Associated with the Course

Professional body

N/A

Accreditation/recognition summary

N/A

'In Year' Work Placement Information

Summary

The course contains a modular placement.

Placement Delivery

Students are responsible for obtaining their own placement, with assistance from the University.

The optional Level 6 module, 'Career Cartographies: work-integrated learning in the Humanities' involves 80 hours work placement.

Location

The locations will vary, dependent on the opportunity.

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

Timetables for Semester 1 will be made available to students during induction week via:

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

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

Key Contacts

Your course director

Dr Katherine Harrison

K.M.Harrison@leedsbeckett.ac.uk

Your course administrator

The name of your Course Administrator/s will be confirmed during induction. Their contact details are:

MediaAdmin@Leedsbeckett.ac.uk

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 'Professional Project Workshop', and 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 and seminars will be delivered in person. Additional learning resources will also be provided online via our Virtual Learning Environment

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.

At Level 4, modules involve an engagement component which acknowledges student achievement by rewarding them for participation in seminars.

Where academic content and good educational practice make it appropriate, student learning may be facilitated through a range of digital technologies.

The students who opt to do 'Media Professional Workshop' work in small groups with an assigned expert from the media industries. Students, for example, may develop a documentary film with a TV producer and 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 'Professional Project Workshop' 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. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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

Compulsory modules

Module title	Credits	Semester/ teaching period
Understanding Social Media	20	1
Culture, Media and Society	20	1
Connecting with Audiences	20	1
Researching Television	20	2
Sound Studies	20	2
Cinematic Identities: Class, Gender and Race	20	2
Number of credits of compulsory modules	120	

Level 5

Compulsory modules

Module title	Credits	Semester/ teaching period
Media: Past/Present, When/Where	20	1
Media Theory	20	1
Popular Music and the Moving Image	20	1
Researching Media and Culture	20	1
Content Creators: Media Skills for a Changing World	20	2
Number of credits of compulsory modules	100	

Option modules

Module title	Credits	Semester/ teaching period
Media Professionals' Workshop OR	20	2
Professional Project Workshop	20	2
Number of credits of option modules a student should choose	20	

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Dissertation	40	1 and 2
Number of credits of compulsory modules	40	

Option modules

*Semesters will be confirmed on a year-by-year basis unless otherwise indicated.

Module title	Credits	Semester/ teaching period
'Career Cartographies': work-integrated learning in the Humanities	20	1
Crime Stories	20	1 or 2*
Digital Media and Culture	20	1 or 2*
Human Obsolescence	20	1 or 2*
Lifestyle, Media, Identity	20	1 or 2*
Media Celebrity and Film Stardom	20	1 or 2*
Mediating Modernities: Visual Culture and Urban Space c.1850-1989	20	1
Music and the Digital	20	1 or 2*
Race, Culture and Media	20	1 or 2*
Space Media	20	1 or 2*
Sports Media	20	1 or 2*
Storytelling for Social Impact	20	1 or 2*
Surveillance Cultures	20	1 or 2*
Technologies, Health and Bodies	20	1 or 2*
Number of credits of option modules a student should choose	80	

Assessment and Scheduled Learning and Teaching Activities

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

Level 4 is assessed by coursework predominantly, with some practical assessments.

Level 5

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

Level 6

Level 6 is assessed by coursework predominantly, with some practical assessments.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, learning and assessment	180 hours	182 hours	133 hours
Independent study	1020 hours	1018 hours	1067 hours
Placement	-	-	80 hours (on Career Cartographies only)