



## Course information for applicants

This information applies to the course as it will be delivered to students starting the course in 2027/28.

Information provided here was confirmed on 24/09/2026

## General information

### Programme code

BAMCT

### Target award

If you complete this course successfully you will be eligible for the award of:

BA (Hons) Media, Communication, Cultures

### Delivery mode

- ☒ On campus  
☐ Distance learning

### Where you will study

The majority of teaching will be at City campus but on occasion may be at Headingley campus.

### Awarding body

Leeds Beckett University

### Regulator

Office for Students

### Level of qualification

Level 6 of the Framework for Higher Education Qualifications

### Course duration

If you are made an offer of a place on the course, your offer letter will include the start date.

This course can be studied:

3 years full-time

6 years part-time

### Part-time study

This course can be studied part-time.

If you study the course part-time, it will usually take twice as long to complete compared with the equivalent full-time course. The modules may be delivered in a different sequence than on the full-time course, but you will study the same modules at each academic level. With the agreement of the course team, you may be able to increase your pace of study to shorten the overall course duration.

As a part-time student, you will not usually have the option of a work placement.

### Work placement

This course includes an optional placement module(s).

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

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

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

The locations will vary, dependent on the opportunity.

### Entry requirements

Admissions criteria are available on the online prospectus entry for this course.

If you have previous relevant qualifications or experience, you could be exempt from certain parts of your course. Recognition of prior learning (RPL) allows you to start your course at a point appropriate to the learning and skills that you may have developed in a professional, vocational or community setting.

Find out more here: <https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning>

If you have questions about entry requirements and admissions, contact [AdmissionsEnquiries@leedsbeckett.ac.uk](mailto:AdmissionsEnquiries@leedsbeckett.ac.uk)

### Course fees

Course fees and a breakdown of any additional costs is included on the online prospectus entry for this course.

If you have questions about fees for this course, contact [Fees@leedsbeckett.ac.uk](mailto:Fees@leedsbeckett.ac.uk)

### Timetable

You will receive your full timetable for the year during induction week.

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## What you will study

### Course 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.

### Teaching and learning activities

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 hour blocks, and 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 Professionals' 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 'Professionals' 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.

## Course structure

This information is correct for students progressing through the course within standard timescales. If you have to repeat study or take time out during your course, you may be taught alternative modules which meet the overall course learning outcomes.

The option modules listed may vary. Those listed here are likely to be offered in a typical year.

### Level 4

#### Compulsory modules

| Module title                                   | Credits | Semester/teaching period |
|------------------------------------------------|---------|--------------------------|
| Connecting with Audiences                      | 20      | 1                        |
| Culture, Media and Society                     | 20      | 1                        |
| Understanding Social Media                     | 20      | 1                        |
| Cinematic Identities: Class, Gender and Race   | 20      | 2                        |
| Cultural and Creative Industries               | 20      | 2                        |
| Researching Television                         | 20      | 2                        |
| Total 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 Cultures                                    | 20      | 1                        |
| Content Creators: Media Skills for a Changing World | 20      | 2                        |
| Exploring Social Research                           | 20      | 2                        |
| Total number of credits of compulsory modules:      | 100     |                          |

**Option modules**

| Module title                                                         | Credits | Semester/teaching period |
|----------------------------------------------------------------------|---------|--------------------------|
| Media Professionals' Workshop <b>OR</b>                              | 20      | 2                        |
| Professional Project Workshop                                        | 20      | 2                        |
| Total number of credits of elective modules a student must enrol on: | 20      |                          |

**Level 6****Compulsory modules**

| Module title                                   | Credits | Semester/teaching period |
|------------------------------------------------|---------|--------------------------|
| Dissertation                                   | 40      | 1 and 2                  |
| Total 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 |
|----------------------------------------------------------------------|---------|--------------------------|
| <b>Students choose <i>four</i> of:</b>                               |         |                          |
| 'Career Cartographies': work-integrated learning in the Humanities   | 20      | 1                        |
| Crime Stories                                                        | 20      | 1 or 2*                  |
| Human Obsolescence                                                   | 20      | 1 or 2*                  |
| Lifestyle, Media, Identity                                           | 20      | 1 or 2*                  |
| Mediating Modernities: Visual Culture and Urban Space c.1850-1989    | 20      | 1                        |
| 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*                  |
| Technologies, Health and Bodies                                      | 20      | 1 or 2*                  |
| Total number of credits of elective modules a student must enrol on: | 80      |                          |

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## Assessment and feedback

The balance of assessment may change depending on which option modules you choose.

**Level 4**

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

**Level 5**

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

**Level 6**

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

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## Workload

You can expect to spend a total of 100 hours learning per 10 credits.

Typically, a student on this course can expect to divide their time like this:

| 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 study                   | -          | -          | 80 hours (on Career Cartographies only) |