

# **THE FACULTY OF MEDIA AND COMMUNICATION**

## **PROGRAMME SPECIFICATION**

**Version number: 2.2-0917  
Document date: January 2017**

© 2015 Bournemouth University

Document date: August 2015

Circulation: General

Bournemouth University undertakes to encourage the recognition, protection and exploitation of intellectual property rights generated by participants in this programme, to the benefit, as appropriate, of students, staff, industrial/other third parties/partners and the university.

The Faculty of Media and Communication  
Bournemouth University  
Poole  
Dorset  
BH12 5BB

## Contents

|  |    |
|--|----|
| BASIC FRAMEWORK / PROGRAMME DATA .....               | 4  |
| AIMS OF THE DOCUMENT .....                           | 5  |
| PROGRESSION ROUTES .....                             | 5  |
| ACADEMIC AND PROFESSIONAL CONTEXTS .....             | 5  |
| INTENDED LEARNING OUTCOMES.....                      | 6  |
| LEARNING AND TEACHING STRATEGIES AND METHODS.....    | 10 |
| ASSESSMENT STRATEGIES AND METHODS .....              | 11 |
| PROGRAMME SKILLS MATRIX TEMPLATE .....               | 13 |
| WORK-BASED LEARNING (WBL) / PLACEMENTS ELEMENTS..... | 15 |
| PROGRAMME DIAGRAM .....                              | 15 |
| ADMISSION REGULATIONS .....                          | 17 |
| ASSESSMENT REGULATIONS.....                          | 17 |
| PROGRAMME PROFILE TEMPLATE.....                      | 18 |

## BASIC FRAMEWORK / PROGRAMME DATA

|  |   |
|--|---|
| Originating institution(s)   | <i>Bournemouth University</i>   |
| Award(s) and title(s)  | BA (Hons) Politics<br><br>Dip HE Politics<br><br>Cert HE Politics   |
| UCAS Programme Code(s) (where applicable and if known)   | L200  |
| HESA JACS (Joint Academic Coding System) Code(s) per programme/pathway                           | <a href="#">HESA - Higher Education Statistics Agency - Full JACS3 Listing</a><br>L200,   |
| External reference points(s)   | <i>The UK Quality Code for Higher Education part A and Chapter A1</i><br><br><i>The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008).</i><br><i>QAA's Politics and International Relations (2006) and Communication, Media, Film and Cultural Studies Benchmarks (2008).</i> |
| Professional, Statutory and Regulatory Body (PSRB) links   | <i>None</i>   |
| Place(s) of delivery   | <i>Bournemouth University</i>   |
| Mode(s) of delivery  | <i>Full-time / Full-time sandwich</i>   |
| Credit structure   | Level 4 – 120 credits (60 ECTS credits)<br>Level 5 – 240 credits (120 ECTS credits)<br>Level 6 - 360 credits (180 ECTS credits)   |
| Duration   | 3 years full-time with six week placement; 4 years full-time with sandwich year placement   |
| Date of original approval(s)   | July 2011   |
| Date of first intake   | <i>September 2012</i>   |
| Student numbers  | <i>minimum 20; maximum 50; optimum 34</i>   |
| Placements   | 6 weeks (short placement at end of Level I) or 30 weeks minimum (year placement at end of Level I)  |
| Partner(s) and model(s)  | <i>None</i>   |
| Date and version number of this Framework/Programme Specification<br>Student intake(s)/cohort(s) | <i>Version 2.2-0917 January 2017</i>  |

This Programme Specification was approved in August 2015 following revalidation by the Academic Standards Committee. It takes effect from September 2015 and applies to all new students.

From September 2016 it will also apply to all students continuing on to the next level.

This programme was previously named BA (Hons) Politics and Media.

### Unique reference numbers:

**E1415093**

**P1415 34**

**NM 1516 12**

**BU 1617 01**, approved 24/02/2016

**FMC 1617 06**, approved 20 October 2016; previously version 2.1-0917

## AIMS OF THE DOCUMENT

*The aims of this document are to:*

- *Define the structure of the Politics Framework*
- *Identify programme and level learning outcomes*
- *Articulate the regulations governing the awards offered through this Framework*

## PROGRESSION ROUTES

### **BU International College articulation arrangements**

Students who have successfully completed the Foundation Certificate in Media and Communication with a course average of 50% and English exit qualification of 65% with minimum 60% in all components will be automatically accepted for entry with advanced standing to the BA (Hons) Politics programme and credited with 120 credits at Level 4, 5 and 6.

## ACADEMIC AND PROFESSIONAL CONTEXTS

The Politics Framework is being revised and reviewed to incorporate initiatives and goals as outlined in the University's Corporate Strategic Plan (BU Vision and Values) as well as in response to feedback from a variety of stakeholders – the student body, alumni, the teaching team, prospective students and significantly, the external competition. This process was an excellent opportunity to refine and improve the previous framework in order to not only meet these imperatives, but also to reflect changes and initiatives in the Higher Education sector, in the transition to Faculties at Bournemouth University, and with the revalidation of the CMC Framework and Journalism degrees, with which we share units.

Conducting a major review of our degree in light of market research, student feedback from our first graduating cohort, and new faculty hires, provided an opportunity to improve upon the original Politics and Media framework and programme. The two guiding principles shaping our changes were: (1) to diversify offering in relation to staff expertise, particularly in the areas of digital and international politics, as well as around critical theory. And (2), in line with changes to CMC and BMMJ, our students' feedback the request for more politics-focused units and less shared modules with Marketing, Advertising and PR.

### **AIMS OF THE FRAMEWORK / PROGRAMME(S)**

- The overall aim of the Politics programme is to transform students into reflective and critical citizens with a range of specific and transferable skills.
- Students will gain a clear understanding of politics, whether it is domestic, international or a combination of both.
- The programme focuses both on the theory and application of politics, and integrates economic, historical, philosophical, psychological and sociological arguments to the debate.
- Students will also develop a thorough knowledge of the mediation of contemporary politics with a particular focus on media and communications industries and media theory.

- Graduates will demonstrate a solid understanding of different political systems and political ideologies and show the ability to interpret political issues and events as well as to assess political communications in a variety of contexts.
- Transferable skills gained will include the ability to examine issues from a range of viewpoints, to investigate and analyse solutions to problems; to construct well-researched arguments, to communicate effectively and present information in a clear and informed manner, both in speech and in writing.
- Students will be prepared for a potential career in a range of 'political' organisations and institutions such as local or national government, international organizations (e.g. EU, NATO etc.), the civil service, charities, NGOs, think tanks, the media, public relations consultancies and lobbying groups, whether large, small or 'virtual', profit-oriented or not-for-profit.
- Additionally, the programme aims to develop students who will have the academic and research skills and independent learning ability required for continuing personal development and on-going learning. Those students who wish to progress their higher education studies will be well-equipped to successfully apply for MA courses whether within Bournemouth University or elsewhere.
- From experience over the years, we know that the Faculty of Media and Communication produces academically able, employable and valued graduates who are a credit to the University. We aim to retain and build upon this success through the Politics programme that recognises the growing interdependence of what might broadly be described as the 'political realm' and the media and communications industries.

## INTENDED LEARNING OUTCOMES

This Politics degree framework provides opportunities for students to develop and demonstrate knowledge and understanding and skills as follows:

### ***Level 6 Intended Learning Outcomes/Programme Outcomes***

At Level 6, students will be able to critically evaluate political developments, institutions, groups and events and employ theoretical frameworks to analyse their representation in the media. They will be able to draw from their critical perspectives on current media policy and practice in order to provide creative and innovative approaches to political communications problems in New Political Communication. Students will develop specialised ways of thinking about political and public affairs and implementing managed communications, decision-making and policy issues in International Relations; this will be informed by the historical and contextual understanding gained at Level 4, their thorough understanding of current political and media structures, institutions and practices gained at Level 5, and experiences gained through placement.

By the end of Level 6 and the completion of the programme, students are expected to be able to:

#### **A. Subject Knowledge and Understanding**

- A1. Independently research and critically engage with bodies of knowledge relevant to politics and the media;

- A2. Achieve a critical appreciation of the historical, organisational, social, economic, global and communicative contexts of contemporary politics;
- A3. Critically evaluate political issues and events and develop and apply theoretical frameworks to analyse their representation in the media;
- A4. Demonstrate a detailed understanding of political communications practice and the characteristics of effective politics campaigns;
- A5. Demonstrate in-depth understanding of the role of the media in shaping public opinion;
- A6. Show a detailed understanding of wider issues that impact on the theory and practice of politics in, for example, international relations, public relations and political lobbying, social movements, civic engagement, multiculturalism and transnationalism.

### **B. Intellectual Skills**

- B1. Gather, organise, analyse, evaluate and deploy evidence, data and information from a wide variety of secondary and some primary sources;
- B2. Identify, investigate, analyse, formulate and advocate appropriate solutions to complex problems;
- B3. Develop a reasoned and detailed argument, synthesize relevant information and exercise fine critical judgement.

### **C. Subject-Specific/Practical Skills**

- C1. Demonstrate systematic and detailed understanding of political communications and show the ability to plan and implement political campaigns;
- C2. Conduct political research in a qualitative and quantitative vein;
- C3. Demonstrate a systematic understanding of the principals involved in producing professional writing for a variety of outlets, at least some of which is at or informed by, the forefront of defined aspects of a discipline;
- C4. Practice debating and communications skills in a knowledgeable, critical and responsible way;
- C5. Make an effective contribution as an individual to the design, development, implementation, control and evaluation of public engagement on behalf of political organisations or institutions.

### **D. Transferable Skills**

- D1. Effectively communicate concepts, plans, proposals and issues to diverse audiences and constituencies in an appropriate manner and across a range of media;
- D2. Work productively, responsibly and accountably in a team, show a clear ability to listen, contribute and lead;
- D3. Consider and critically evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions;
- D4. Produce accurately referenced work to a given format, brief and deadline
- D5. Professionally and effectively present and rigorously defend ideas, both orally and in writing;
- D6. Demonstrate good understand of global perspectives in their work;
- D7. Work independently, demonstrating high levels of initiative, self-organisation and time-management;
- D8. Effectively manage communication and information technologies for the retrieval, analysis and presentation of information;

### **Level 5 Intended Learning Outcomes (Dip HE)**

At Level 5, students will develop an understanding of politics in a global context and critically reflect on theoretical, technical and strategic developments in the mediation of contemporary politics in Global Current Affairs. Students will critically engage in current political debates and encounter and assess a variety of political platforms and ideologies in Critical Debates in Contemporary Politics. They will be able to draw on the insights offered by a number of disciplines to consider various psychological perspectives in Political Psychology; debate the links between marketing, politics and governance in Political Marketing and Campaigning; and assess the impact and effectiveness of political campaigning and communications, including the use of emerging digital technologies in Digital Politics.

#### **A. Subject Knowledge and Understanding**

- A1. Research and engage with bodies of knowledge relevant to politics;
- A2. Achieve an appreciation of the historical, organisational, social, economic, global and communicative contexts of contemporary politics;
- A3. Evaluate political issues and events and develop and apply frameworks to analyse their representation in the media;
- A4. Demonstrate an understanding of political communications practice and the characteristics of effective political campaigns;
- A5. Demonstrate a meaningful understanding of the role of media in shaping public opinion;
- A6. Recognize the importance of wider issues that impact on the theory and practice of politics in, for example, international relations, public relations and political lobbying, social movements, civic engagement, multiculturalism and transnationalism.

#### **B. Intellectual Skills**

- B1. Gather, organise and deploy evidence and information from a wide variety of sources;
- B2. Identify, investigate and advocate appropriate solutions to problems;
- B3. Construct reasoned argument, synthesise relevant information and exercise critical judgement.

#### **C. Subject-Specific/Practical Skills**

- C1. Demonstrate clear understanding of how political debates, campaigns and communications occur;
- C2. Commission and conduct small-scale political and media-oriented research;
- C3. Demonstrate clear understanding of the principles involved in producing professional writing for a variety of outlets;
- C4. Show evidence of the ability to practice debating and communications skills in a knowledgeable, critical and responsible way;
- C5. Make an effective contribution as part of a team to the design, development, implementation, control and evaluation of public engagement on behalf of political organisations or institutions.

#### **D. Transferable Skills**

- D1. Effectively communicate concepts, plans, proposals and issues to diverse audiences and constituencies in an appropriate manner;
- D2. Develop the ability to work productively, responsibly and accountably in a team, show an ability to listen, contribute and lead;

- D3. Consider and evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions;
- D4. Produce appropriately referenced work to a given format, brief and deadline;
- D5. Communicate ideas effectively and fluently, both orally and in writing;
- D6. Understand and consider global perspectives to their work;
- D7. Work independently, demonstrating initiative, self-organisation and time-management;
- D8. Effectively manage communication and information technologies for the retrieval, analysis and presentation of information.

#### **Level 4 Intended Learning Outcomes (Cert HE)**

At Level 4, students will begin to evaluate political events and issues and analyse their representation in the media through Media, Journalism and Society. They will develop an understanding of political theory in History of Political Thought and be able to compare political systems through Global Perspectives on Politics.. They will acquire the knowledge necessary for understanding a number of key contemporary global and political developments in Experiencing Politics and appraise such concepts as globalisation, culture and identity and the basic concepts and theories of political communication in Public Opinion and Persuasion. They will also understand basic techniques for the analysis, evaluation and synthesis of data from a variety of research methods and learn to prepare a reasoned and appropriately referenced argument in Researching Politics.

#### **A. Subject Knowledge and Understanding**

- A1. Understand and engage with bodies of knowledge relevant to politics;
- A2. Achieve an overall understanding of the historical, organisational, social, economic, global and communicative contexts of contemporary politics;
- A3. Evaluate political issues and events and analyse their representation in the media;
- A4. Demonstrate an understanding of political communications and the characteristics of political campaigns;
- A5. Demonstrate an understanding of the role of media in shaping public opinion;
- A6. Be aware of wider issues that impact on the theory and practice of politics and communications in, for example, international relations, public relations and political lobbying, conflict coverage, social movements, civic engagement, multiculturalism and transnationalism.

#### **B. Intellectual Skills**

- B1. Gather, organise and deploy evidence and information from a variety of sources;
- B2. Identify and advocate solutions to problems;
- B3. Develop a reasoned argument and synthesise information.

#### **C. Subject-Specific/Practical Skills**

- C1. Understand how political debates, campaigns and communications occur
- C2. Conduct simple political and media-oriented research;
- C3. Understand the principles involved in producing professional writing for a variety of media forms;
- C4. Understand the importance of practicing communications skills in a knowledgeable, critical and responsible way;
- C5. Understand the design, development, implementation, control and evaluation of public communications on behalf of political organisations or institutions.

#### **D. Transferable Skills**

- D1. Effectively communicate concepts, plans, proposals and issues to fellow students and staff;
- D2. Understand how to work productively, responsibly and accountably in a team, show an ability to listen and contribute;
- D3. Consider and evaluate their own work and that of others with reference to academic and professional issues, debates and conventions;
- D4. Produce referenced work to a given format, brief and deadline;
- D5. Communicate ideas effectively both orally and in writing;
- D6. Consider global perspectives in their work;
- D7. Work independently, demonstrating initiative, self-organisation and time-management;
- D8. Effectively manage communication and information technologies for the retrieval, analysis and presentation of information

## **LEARNING AND TEACHING STRATEGIES AND METHODS**

Core knowledge and understanding (A1-A6) is acquired via lectures, practical seminars, workshops, group work, guided independent study and reading.

At Level 4, students will have more formal and structured lectures and seminars which will support them in making the transition from their learning experiences at school to those expected at university. Structured reading and group work will enable them to gain and share the knowledge and understanding of their discipline, and introduce them to accessing and appreciating the range of subject specific academic and professional resources available to them. Students will be introduced to e-learning so they can appreciate this additional form of teaching and learning as well as a compulsory communication and research skills unit which enables students to understand and engage in systematic search and research procedures required to investigate topics effectively and produce written work that meets academic and professional expectations.

At Level 5, students will be encouraged to take a greater responsibility for their learning. Whilst many units will still include formal lectures, seminars and workshops will include more student-led learning and presentations.

Whilst lectures will continue to form a part of students' learning at Level 6, they will be much more interactive and, in some cases, student-led. Most seminars will also be led by students, either as individuals or small groups, with their peers providing formative feedback and critiquing their work.

#### **4.2 Intellectual Skills**

Intellectual skills (B1-B3) are developed through practical project work, tutorial seminar work and coursework assignments. Open-ended practical and project work is designed to permit students to demonstrate achievement of all the learning outcomes in this category.

At Level 4, students are introduced to all of the above, but the tutor will have a greater involvement in overseeing the processes. Seminar and group work in particular will encourage students to question and explore issues amongst their peers, but with the guidance of the tutor.

Level 5 develops this shift towards more independent learning with the tutor taking on more of a facilitation role in seminars and workshops but encouraging students to question and critique the work they and others are doing.

By Level 6, it is intended that students will be able to demonstrate high levels of independent learning as the structure of seminars and workshops becomes more fluid and student-led. The tutor is able to take on the role of facilitator to ensure that learning opportunities are available and taken up, but the students themselves will be able to challenge, critique and provide feedback on the work of their peers.

#### **4.3 Subject-Specific and Practical Skills**

Practical skills (C1-C5) are promoted through practical work including workshops and class activities. At levels 4 and 5 students are given detailed guidance to ensure that they have a firm grounding in the relevant skills and an awareness of the safety and ethical issues related to certain practical skills. By Level 6 students producing a dissertation have an element of independence to experiment and test theoretical models; however, dissertation students meet regularly with an advisor to discuss methodologies and any primary research work students opt to engage in.

#### **4.4 Transferable Skills**

Transferable skills (D1-D8) are introduced in the Level 4 and are further developed in a contextual manner throughout the programme via tutorial/seminar work and coursework assignments. They are further refined through the six week compulsory or 30 weeks minimum optional placement experience.

## **ASSESSMENT STRATEGIES AND METHODS**

Students are assessed using the full range of assessment methods throughout their years at University, starting at Level 4. Depending on the subject, examinations (which are typically 2 or 3 hours in duration) may be open-book, case study based or unseen. Coursework assessment includes individual essays and presentations, group reports and presentations, assessment of material developed and presented on-line, development of campaign or political communications plans and assessment (which may include elements of creativity) based around “live” briefs.

The assessment of **knowledge** (A1-A6) occurs, for instance, through examinations, full-length essay assignments and through seminar/workshop presentations and discussions.

These are integrated into all levels, with the intention that students are provided with more tutor support and guidance at Level 4, which decreases at Levels 5 and 6. Because of the nature of these programmes, it is important for our students to be introduced at an early stage to the preparation, presentation and communication of material to their peers which in turn provides them with the experience and confidence they will need whilst out on placement and in their final year.

**Intellectual skills** (B1-B3) are assessed at all levels through coursework and examinations. Examinations provide students with the opportunity to demonstrate their ability to structure a concise, reasoned argument and analyse an issue in a limited time period. Where appropriate, exams will be unseen, case-study or open book. Individual essays are an important way for students to develop, refine and present their ideas in a coherent and persuasive way, using the literature appropriately to develop and sustain their arguments.

At Level 4, students are given specific guidance and support in researching and writing essays and preparing assessed work is given through units such as *Researching Politics* as well as through our Library and Learning Support services and our existing and very successful Peer Assisted Learning sessions.

At Level 5, students are assessed for intellectual skills through coursework that includes formative feedback from the tutor and prepares students for the substantial piece of independent work they carry out at Level H.

The execution of the compulsory dissertation/consultancy project at Level 6 allows a student to demonstrate his/her cognitive skills and critical faculties to the highest level.

Assessment of **subject-specific/practical skills** (C1-C5) is via coursework, portfolio development, the submission of essays and the use of presentations. Students will make reference to skill acquisition in examination answers via a critical appraisal of a technique. "Live" briefs provided by external agencies and organisations may provide the basis for a group-based assessed project which allows subject-specific skills to be demonstrated. Portfolio development will be introduced in certain units at Level 4 and continue at Levels 5 and 6.

The Level H dissertation and final year reports will illustrate student competence in practical skills.

**Transferable Skills** (D1-D8) are specifically assessed in the Level 4 units mentioned above that develop personal and professional development and discipline research and writing skills. Level 5 enhances and assesses student development of digital communications skills. Across the programme students are also tested through coursework assignments, particularly those where information gathering, written and oral communication, and group work are prioritised.

# PROGRAMME SKILLS MATRIX TEMPLATE

Matrix table showing the relationship between ILOs for a programme and its constituent units

| Units                             |   | Programme Intended Learning Outcomes |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------------------|---|--------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                   |   | A 1                                  | A 2 | A 3 | A 4 | A 5 | A 6 | B 1 | B 2 | B 3 | C 1 | C 2 | C 3 | C 4 | C 5 | D 1 | D 2 | D 3 | D 4 | D 5 | D 6 | D 7 | D 8 |
| L<br>E<br>V<br>E<br>L<br><br>H/6  | Academic Dissertation or Consultancy Dissertation   | X                                    |     |     |     |     | X   | X   | X   | X   |     | X   |     |     |     |     |     |     | X   | X   |     | X   | X   |
|                                   | New Political Communication                         | X                                    | X   | X   | X   |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   |
|                                   | Fundamentalism, Extremism and Terrorism             | X                                    | X   | X   |     |     | X   | X   | X   | X   |     | X   |     | X   |     | X   |     | X   | X   | X   | X   | X   |     |
|                                   | Community and Digital Engagement                    | X                                    | X   | X   |     |     | X   | X   | X   | X   |     | X   |     | X   | X   | X   |     | X   | X   | X   | X   | X   |     |
|                                   | International Relations                             | X                                    | X   | X   |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   | X   |     | X   | X   | X   | X   | X   | X   |
|                                   | Public Diplomacy and Nation Branding                | X                                    | X   |     |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   |     | X   | X   | X   | X   | X   | X   |
|                                   | Media, Conflict and Power                           | X                                    | X   | X   |     | X   | X   | X   | X   | X   |     | X   |     | X   |     | X   |     | X   | X   | X   | X   | X   | X   |
|                                   | Political Journalism                                | X                                    | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   |     | X   | X   | X   | X   | X   | X   |
|                                   | Public Relations, Power and Democracy               | X                                    | X   | X   |     | X   | X   | X   | X   | X   |     | X   | X   | X   |     | X   | X   | X   | X   | X   | X   | X   |     |
|                                   | Transcultural Communications Practices              | X                                    | X   | X   | X   |     | X   | X   | X   | X   | X   | X   |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   |
|                                   | Social Communications                               |                                      |     |     | X   |     | X   | X   | X   | X   | X   | X   |     | X   | X   | X   |     | X   | X   | X   |     | X   | X   |
|                                   | Persuasion and Influence                            | X                                    |     |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   |     | X   |     | X   | X   | X   |     | X   |     |
|                                   | Environmental Communications                        |                                      |     |     | X   |     | X   | X   | X   | X   |     | X   |     | X   |     | X   | X   | X   | X   | X   | X   | X   | X   |
|                                   | Media (In) Equality                                 | X                                    | X   | X   |     | X   | X   | X   | X   | X   |     | X   |     | X   |     | X   | X   | X   | X   | X   | X   | X   | X   |
| Health and Science Communications |   |                                      |     | X   |     |     | X   | X   |     |     |     | X   | X   | X   | X   |     | X   | X   | X   |     | X   | X   |     |
| L<br>E<br>V<br>E<br>L<br><br>I/5  | Political Psychology                                | X                                    |     |     |     |     | X   | X   | X   | X   |     | X   |     |     |     | X   |     | X   | X   | X   |     | X   |     |
|                                   | Critical Debates in Contemporary Politics           | X                                    | X   | X   | X   |     | X   | X   | X   | X   |     | X   |     | X   |     | X   |     | X   | X   | X   | X   | X   |     |
|                                   | Political Marketing and Campaigning                 | X                                    | X   |     |     | X   |     | X   | X   | X   | X   | X   | X   | X   | X   | X   |     | X   | X   | X   |     | X   | X   |
|                                   | Youth Culture and Politics 1945 to the Present      | x                                    | x   |     |     |     | x   | x   |     |     |     | x   |     |     |     |     |     | x   | x   |     | x   | x   | X   |
|                                   | Strikes, Riots and Black-outs: Britain in the 1970s |                                      | x   |     |     |     | x   | x   |     |     |     | X   |     |     |     |     |     | x   | X   |     | x   | x   |     |
|                                   | The Cold War 1945-1991                              |                                      | x   |     |     |     | x   | x   |     | X   |     |     |     |     |     |     |     | X   | x   |     | x   | x   |     |
|                                   | Women and Equal Rights 1850-2000                    |                                      | x   |     |     |     | x   | x   |     | x   |     |     |     |     |     |     |     | x   | x   |     | x   | X   |     |
|                                   | Global Current Affairs                              | X                                    | X   | X   |     |     | X   | X   | X   | X   |     | X   |     | X   |     | X   |     | X   | X   | X   | X   | X   | X   |

|                              |                                 |   |   |   |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------------------|---------------------------------|---|---|---|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                              | Digital Politics                |   |   |   |  |   |   | X |   |   |   | X |   |   | X | X | X | X | X |   | X | X |
| L<br>E<br>V<br>E<br>L<br>C/4 | History of Political Thought    |   |   |   |  | X | X | X | X |   | X |   | X |   | X |   | X | X | X |   | X |   |
|                              | Global Perspectives on Politics |   |   |   |  | X | X | X | X |   | X |   | X |   | X | X | X | X | X | X | X | X |
|                              | Experiencing Politics           | X | X |   |  | X | X | X | X |   | X |   | X | X | X |   | X | X | X |   | X |   |
|                              | Media, Journalism and Society   | X | X | X |  | X | X | X | X |   | X | X | X | X | X |   | X | X | X | X | X | X |
|                              | Public Opinion and Persuasion   |   |   | X |  | X |   | X | X | X | X | X | X | X | X |   | X | X | X |   | X | X |
|                              | Researching Politics            | X | X | X |  | X | X | X | X |   | X | X |   |   |   |   | X |   |   | X | X | X |

## WORK-BASED LEARNING (WBL) / PLACEMENTS ELEMENTS

Students must complete a minimum 6 weeks' work experience, but **(with sufficient notice)** can choose to do a minimum 30-week placement instead should they wish. The work placement must take place between the second and final year of study and be in the wide fields of media and politics. Media and politics here is broadly defined to allow work placement in such areas as political parties, charities, NGOs, public relations departments, lobbying and campaigning groups, radio stations, local newspapers, internet news providers, activist websites and so on. In order to be allowed to proceed to the final year of study, students must:

- Complete a minimum of 30 weeks satisfactory work experience;
- Complete the placement log book satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in;
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the Placement Development Advisor and the student.

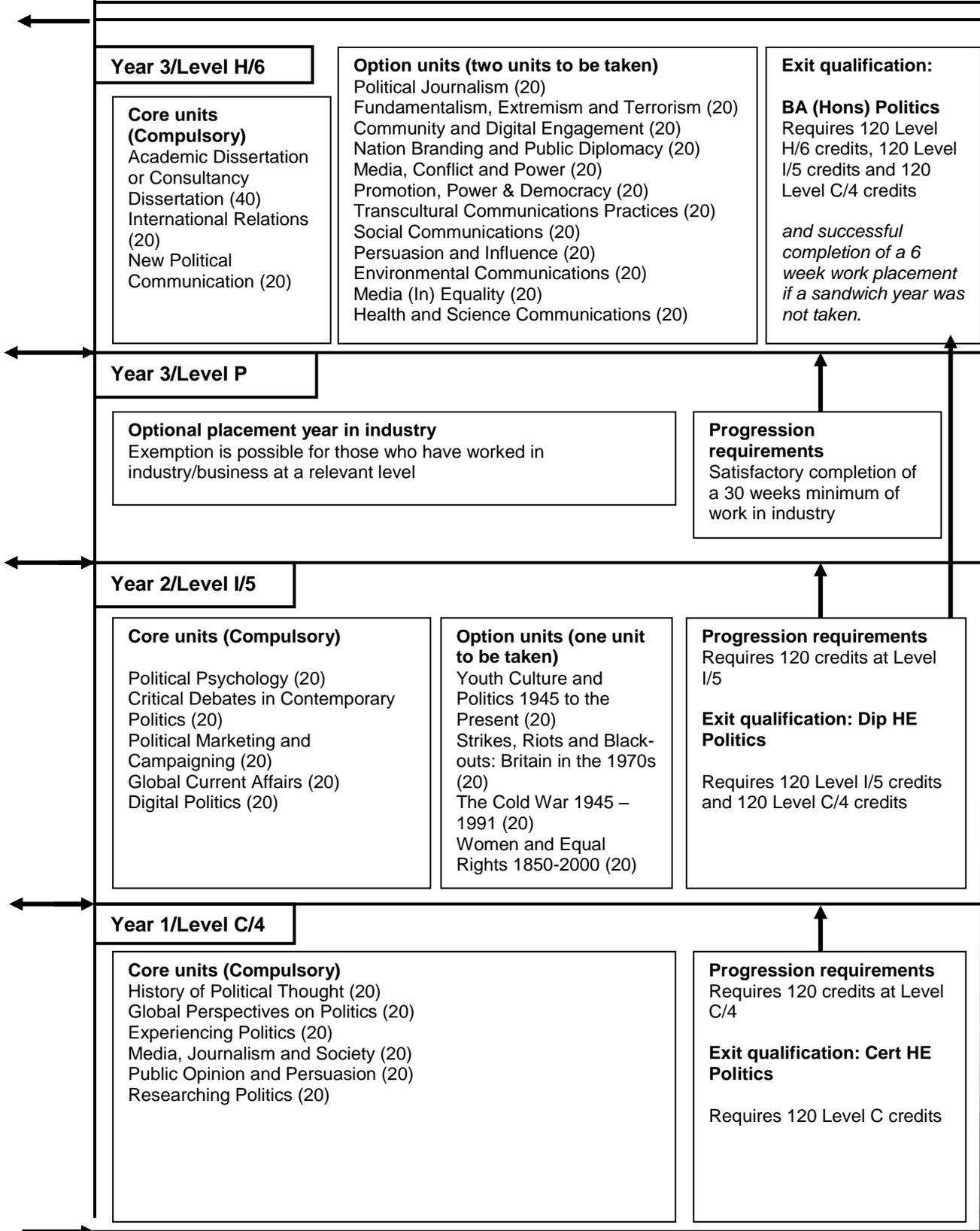
The students studying on the full-time mode at least 6 working weeks of work experience is a graduation requirement (not a progression requirement into their final year as for the sandwich degrees). The supervised work placement year draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and understanding of political communications, journalism, campaigning and marketing, public relations and related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops dissertation research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment.

## PROGRAMME DIAGRAM

(next page)

**4/3 Year Full-Time Undergraduate Sandwich/Standard Programme** From 2012 it is a requirement for all standard undergraduate degree programmes to incorporate a compulsory or optional one-year placement. The placement is compulsory for those students exiting with the award of a sandwich degree.

## PROGRAMME DIAGRAM BA (Hons) Politics



# ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations with the following exceptions:

**1. The last paragraph of Section 1.1 to be amended to read:**

Applicants for whom English is not their first language must offer evidence of qualifications in written and spoken English. Acceptable qualifications are IELTS (academic) 6.5 with a minimum of at least 6 in all components.

We also take the equivalent English Language qualifications set out in document 3H - Standards of English for International Students and English Language Qualifications. This document is part of a revised series of Academic Regulations, Policies and Procedures which govern the University's academic provision.

**2. Bournemouth University International College Articulation:**

Applicants from Bournemouth University International College programmes which have approved articulation routes must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the Faculty of Media and Communication at Bournemouth University.

# ASSESSMENT REGULATIONS

The regulations for these programmes are the University's Standard Undergraduate Assessment Regulations, at this link:

<https://staffintranet.bournemouth.ac.uk/aboutbu/policiesprocedures/academicregulationspoliciesprocedures/>

# PROGRAMME PROFILE TEMPLATE

|   |   |   |   |
|---|---|---|---|
| Originating Institution(s):<br>Bournemouth University<br><br>Faculty:<br>Faculty of Media and<br>Communication<br><br>Partner: NA | Place(s) of Delivery:<br>Talbot Campus            | Framework Title (in full): Politics Framework<br><br>Programme Award and Title: BA (Hons) Politics<br><br>Interim Award and Titles & required credits: Cert HE Politics and Dip HE Politics | Mode(s) of study <sup>1</sup> :<br>Full-time or Full-time sandwich<br><br>Expected Length of study <sup>2</sup> : 3 or 4<br>years<br><br>BU Credit Structure & ECTS <sup>3</sup> :<br>Level 4 120 credits (60 ECTS)<br>Level 5 120 credits (60 ECTS)<br>Level 6 120 credits (60 ECTS) |
|   | Language of delivery (if<br><i>not English</i> ): |   |   |
|   | Programme HESA JACS<br>code: L200                 |   |   |

| Unit identification    |   | Cost Centre(s) <sup>4</sup>     |          |            |                                 |     |   | Unit Details                    |                                 |                |                                  |   | Assessment Regs <sup>7</sup> :                             |                 |             |
|------------------------|---|---------------------------------|----------|------------|---------------------------------|-----|---|---------------------------------|---------------------------------|----------------|----------------------------------|---|--|-----------------|-------------|
| Unit<br>version<br>no. | Unit name   | HESA<br>JACS<br>Subject<br>Code | CC 1     | %          | HESA<br>JACS<br>Subject<br>Code | CC2 | % | Prog<br>year <sup>5</sup><br>FT | Prog<br>year <sup>5</sup><br>PT | Core<br>option | No<br>of<br>credits <sup>6</sup> | Level<br>(C/4, I/5, H/<br>6,<br>PgC,<br>PgD, M/7) | Assessment <sup>8</sup><br>Element Weightings <sup>9</sup> |                 |             |
|                        |   |                                 |          |            |                                 |     |   |                                 |                                 |                |                                  |   | Exam<br>1  | C/Wo<br>rk<br>1 | C/Work<br>2 |
| 1                      | Researching Politics                                | L200<br>X210                    | 27       | 100        |                                 |     |   | 1                               |                                 | core           | 20                               | C/4   |  | 100             |             |
| 2                      | History of Political Thought                        | L210                            | 27       | 100        |                                 |     |   | 1                               |                                 | core           | 20                               | C/4   | 50   | 50              |             |
| 1                      | Global Perspectives on Politics                     | L260                            | 27       | 100        |                                 |     |   | 1                               |                                 | core           | 20                               | C/4   | 50   | 50              |             |
| 2                      | Experiencing Politics                               | L200                            | 27       | 100        |                                 |     |   | 1                               |                                 | core           | 20                               | C/4   |  | 100             |             |
| 1                      | Public Opinion and Persuasion                       | P210                            | 30       | 100        |                                 |     |   | 1                               |                                 | core           | 20                               | C/4   | 50   | 50              |             |
| 2                      | Media, Journalism and Society                       | P590                            | 30       | 100        |                                 |     |   | 1                               |                                 | core           | 20                               | C/4   |  | 50              | 50          |
| 1                      | Digital Politics                                    | P304                            | 27       | 100        |                                 |     |   | 2                               |                                 | core           | 20                               | I/5   |  | 50              | 50          |
| 2                      | Political Psychology                                | L200<br>C800                    | 30       | 100        |                                 |     |   | 2                               |                                 | core           | 20                               | I/5   |  | 100             |             |
| 1                      | Political Marketing and Campaigning                 | L200<br>N500                    | 27<br>30 | 100<br>100 |                                 |     |   | 2                               |                                 | core           | 20                               | I/5   |  | 50              | 50          |
| 1                      | Critical Debates in Contemporary Politics           | L200<br>P300                    | 27       | 100        |                                 |     |   | 2                               |                                 | core           | 20                               | I/5   | 50   | 50              |             |
| 1                      | Global Current Affairs                              | L200                            | 30       | 100        |                                 |     |   | 2                               |                                 | core           | 20                               | I/5   |  | 50              | 50          |
| 1                      | Youth Culture and Politics 1945 to the Present      | L200                            | 30       | 100        |                                 |     |   | 2                               |                                 | option         | 20                               | I/5   |  | 100             |             |
| 1                      | Strikes, Riots and Black-outs: Britain in the 1970s | L200                            | 30       | 100        |                                 |     |   | 2                               |                                 | option         | 20                               | I/5   |  | 100             |             |
| 1                      | The Cold War 1945-1991                              | L200                            | 30       | 100        |                                 |     |   | 2                               |                                 | option         | 20                               | I/5   |  | 100             |             |
| 1                      | Women and Equal Rights 1850-2000                    | L200                            | 30       | 100        |                                 |     |   | 2                               |                                 | option         | 20                               | I/5   |  | 100             |             |

|  |   |              |  |     |  |  |  |     |  |   |    |     |   |     |    |
|--|---|--------------|--|-----|--|--|--|-----|--|---|----|-----|---|-----|----|
| 2  | Fundamentalism, Extremism and Terrorism           | P200         | 30   | 100 |  |  |  | 3/4 |  | option  |    | H/6 |   | 100 |    |
| 1  | Community and Digital Engagement                  | P200         | 30   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 100 |    |
| 2  | International Relations                           | L250         | 27   | 100 |  |  |  | 3/4 |  | core  | 20 | H/6 | 50  | 50  |    |
| 2  | Nation Branding and Public Diplomacy              | N500         | 30   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 100 |    |
| 2  | Media, Conflict and Power                         | P300         | 27   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 100 |    |
| 2  | Political Journalism                              | P590         | 27   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 100 |    |
| 1  | Promotion, Power and Democracy                    | P210         | 30   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 70  | 30 |
| 1  | Transcultural Communications Practices            | P300         | 30   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 100 |    |
| 1  | Social Communications                             | P300         | 27   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 50  | 50 |
| 3  | Persuasion and Influence                          | P200         | 27   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 | 50  | 50  |    |
| 1  | Environmental Communications                      | L217         | 27   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 50  | 50 |
| 2  | Media (In) Equality                               | P300<br>L200 | 27   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 70  | 30 |
| 1  | Health and Science Communications                 | L217         | 27   | 100 |  |  |  | 3/4 |  | option  | 20 | H/6 |   | 80  | 20 |
| 2  | New Political Communication                       | L200         | 27   | 100 |  |  |  | 3/4 |  | core  | 20 | H/6 |   | 70  | 30 |
| 1  | Professional Placement                            |              |  |     |  |  |  | 3/4 |  | core  | 0  | I/5 |   | P/F |    |
| 1  | Academic Dissertation or Consultancy Dissertation | P200         |  |     |  |  |  | 3/4 |  | core  | 40 | H/6 |   | 100 |    |
| Effective from <sup>10</sup><br>Prog Year / Month / Year |   |              | Contact in Faculty:<br>(tel no. or generic UG/PG/ programme specific email)<br>afeigenbaum@bournemouth.ac.uk |     |  |  | Date approved <sup>11</sup> :<br>August 2015 |     |  | Programme Specification version no. <sup>12</sup> : 2.1 |    |     | Placement <sup>13</sup> : 6 weeks if sandwich year is<br><b>not</b> taken or a minimum of 30 weeks if<br>sandwich year is taken |     |    |
| Yr. 1  | 9   | 2015         | Name of Professional, Statutory or Regulatory Body (if appropriate) <sup>14</sup> : N/A                      |     |  |  |  |     |  |   |    |     |   |     |    |
| Yr. 2  | 9   | 2016         |  |     |  |  |  |     |  |   |    |     |   |     |    |
| Yr. 3  | 9   | 2016         |  |     |  |  |  |     |  |   |    |     |   |     |    |
| Yr.4   | 9   | 2016         |  |     |  |  |  |     |  |   |    |     |   |     |    |