



The Faculty of Media and Communication

MA Media and Communication

Programme Specification

Version 1.3-0917

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BASIC FRAMEWORK / PROGRAMME DATA

Originating institution(s)	Bournemouth University
Award(s) and title(s)	MA Media and Communication PG Dip Media and Communication PG Cert Media and Communication
UCAS Programme Code(s)	None- Postgraduate degree not yet validated
HESA JACS (Joint Academic Coding System) Code(s) per programme/pathway	P300 Media studies P304 Electronic media studies P430 Interactive publishing P990 N212 Creative management N500 Marketing N510 Market research X210 Research skills
External reference points(s)	The descriptor for a higher education qualification at Level 7 (Master's Level) as issued by the Framework for Higher Education Qualifications. The QAA benchmark statements for undergraduate degrees in Communication, Media, Film and Cultural Studies.
Professional, Statutory and/or Regulatory Body links	None
Place(s) of delivery	Bournemouth University
Mode(s) of delivery	Full-time
Credit structure	180 (ECTS equivalent value 90) 60 credits PG Cert; 120 credits PG Diploma; 180 credits MA.
Duration	12-24 months full time ; (for September starters typically 12 months with no placement, 18 months with optional placement: for January starters typically 18 months with no placement, 24 months with optional placement)
Date of original approval	December 2013
Date of first intake	October 2014
Student numbers	Expected minimum intake:15: Expected maximum intake : 60: Optimum* student intake: 30: 20 Sept; 10 Jan
Placements	Optional; two semesters (30 weeks)
Partner institution(s) and model(s)	None

Date and version number of this
Framework/Programme Specification

Version 1.3-0917
October 2016

FMC 1617 05, approved 20 October 2016. Previously version 1.2.

1 AIMS OF THE DOCUMENT

The aims of this document are to:

- 1.1 Define the structure of the MA Media and Communication
- 1.2 Identify programme learning outcomes
- 1.3 Articulate the regulations governing the awards offered through this Framework

2 PROGRESSION ROUTES

- 2.1 No specific progression routes are identified. It is anticipated that MA Media and Communication serves as a platform for future doctoral study.

3 ACADEMIC AND PROFESSIONAL CONTEXTS

- 3.1 MA Media and Communication offers students the opportunity to study communication and media theory at an advanced level. The programme is anticipated to draw students from a range of undergraduate disciplines, with a particular focus upon those studying mass communication, media studies and communication allowing students to gain a critical understanding of theoretical approaches to the role of media and communication in society and to consider their application to professional practice.

Thus students bring a scholarly perspective to the study of the communication and creative industries, embracing advertising, public relations, journalism, online communication.

This programme recognises the importance of research impact, and thus equips students with a range of communication techniques which will enhance the potential impact of their research outcomes. Students will be provided with the opportunity to develop audio, video, web and social media based skills which they will use to enhance research impact, but which may also be transferable to their future employment context. An optional placement experience will provide an opportunity to apply the skills of critical understanding and analysis within the workplace, and importantly to develop a thorough understanding of an aspect of the media and communication industry reflected within their placement destination.

- 3.2 This development of this programme has drawn upon the following external points of reference:

- QAA benchmark for Communication, media, film and cultural studies (2008). This is an undergraduate benchmark, but in the absence of any postgraduate benchmarks in this area, has been the principal source of benchmarking for postgraduate provision in the Media School. The subject benchmarks are located at: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx> Communication, media, film and cultural studies (2008).
- The descriptor for a higher education qualification at Level 7 (Master's Level) as issued by the Framework for Higher Education Qualifications. (see Appendix 1)

- The BU common academic framework (CAS) requiring semesterised delivery; units offering a minimum credit of 20 credits; notional study time calculated at the rate of 200 hours per 20 credit.

3.3 Internal frames of reference include:

The Bournemouth University Strategic Plan 2018
 The Media School's Delivery Plan 2013-14
 The Common Academic Structure
 Market research carried out in the development stage

4 AIMS OF THE PROGRAMME

- 4.1 The framework is designed for graduates with first degrees (or equivalent) in subjects such as mass communication, media, communication and social sciences to engage within advanced level study of media and communication. This study will develop students' critical skills and subject understanding to a higher level. These skills will equip graduates for a career in the communications or media industry broadly defined, or for further study at doctoral level.
- 4.2 The framework offers a central core, with the choice to choose areas specialist areas of study. The final master's stage of the programme provides students with an opportunity to engage within their own research project, and to communicate the outcomes of this work to an audience through an 'exhibition'.
- 4.3 The programme aims to produce flexible graduates who can think rigorously, critically, analytically and imaginatively and apply knowledge to practical situations. The programme also aims to equip graduates with the necessary analytical skills, knowledge and understanding to carry on to further academic research at doctoral level.
- 4.4 By the end of the course students will have developed strong oral communication skills and learned to present themselves and their ideas in a professional manner using a variety of communication techniques.
- 4.5 Employers of MA Media and Communication graduates are looking for lifelong independent learners who have strong communication skills and the ability to work in teams. This is reflected in the aims and intended learning outcomes of the programme. Graduates of the programme are anticipated to enter a wide range of careers in the communication and media industries; some will be moving into the early stages of an academic career within higher education in their country of origin.

5 INTENDED LEARNING OUTCOMES

By the end of their programme, all students are expected to be able to demonstrate:

Subject knowledge and understanding

- A1 A systematic understanding of key constructs informing communication theory
- A2 A comprehensive understanding of research techniques applicable to the study of communication and media.
- A3 Originality in the application of knowledge about communication within the media and communication context
- A4 Understanding of how practice can be used to interpret research outcomes to a variety of audiences.
- A5 Understanding how the boundaries of knowledge are advanced through research

Intellectual skills

- B1 A conceptual understanding of issues related to media and communication which enables students to evaluate critically advanced scholarship within their discipline
- B2 A conceptual understanding of methodologies enabling the critique of those methodologies.

Subject specific skills

- C1 The ability to deal with complex issues regarding aspects of communication and media systematically and creatively
- C2 The ability to communicate research outcomes clearly to specialist and non-specialist audiences
- C3 The ability to make valuable contributions towards media and communications practice within complex or unpredictable environments

Transferable skills

- D1 Self-direction and originality in tackling and solving problems,
- D2 An ability to act autonomously in planning and implementing tasks at a professional level
- D3 An ability to exercise initiative and personal responsibility
- D4 The independent learning ability required for continuing professional development
- D5 The ability to produce appropriately referenced work to a given format, brief and deadline.

6 LEARNING AND TEACHING STRATEGIES AND METHODS

- 6.1 Students will be exposed to a range of pedagogic strategies, which provide opportunities to engage within blended learning experiences. Methods include lectures, seminars, workshops, tutorials and independent study. It is critical that students are supported through tutorial contact, both through the delivery of units, and through their master's project. Students will be encouraged to learn from each other, and to informally link up with postgraduate students across the school. Details of the pedagogic approaches to be adopted within units are provided within the Unit Specifications.

7 ASSESSMENT STRATEGIES AND METHODS

- 7.1 Assessment will be by a variety of appropriate methods including essays; presentations; research proposals. There are no examinations. The final master's stage of the programme will be assessed by a major research project and an exhibition in which students present the outcome of their research to an audience. Details of summative assessment by unit is provided within the Unit Specifications.

8 PROGRAMME SKILLS MATRIX

- 8.1 This aim of this section is to show the relationship between ILOs specified at programme and unit levels using the standard matrix.

Skills Matrix: MA Media and Communication

Matrix table showing the relationship between PLOs for the framework and its constituent units (see section 5 for PLOs)

Units		A 1	A 2	A 3	A 4	A 5	B 1	B 2	C 1	C 2	C 3	D 1	D 2	D 3	D 4	D 5
Core Units																
L E V E L 7	Research Methods in Media and Communication		x			x		x				x			x	x
	Communication Theory	x					x		x		x	x			x	x
	Media in Transition			x			x		x		x	x			x	x
	Communicating Ideas			x	x	x			x	x		x	x	x	x	x
	Master's Project	x	x			x		x	x		x	x	x	x	x	x
	Exhibition	x			x	x		x	x	x		x	x	x	x	x
Optional units																
L E V E L 7	Cross-platform Media: Theory and Practice			x	x		x		x		x	x		x	x	x
	Brands and Brand Communication	x		x			x		x		x	x		x	x	x
	Intercultural Communication	x		x			x		x		x	x		x	x	x
	Media and Crisis			x			x		x		x	x		x	x	x
	Youth Culture and Media			x			x		x		x	x		x	x	x
	Music, Media and Communication			x			x		x		x	x		x	x	x
7	New Media Innovation															

Subject knowledge and understanding

- A1 A systematic understanding of key constructs informing communication theory
- A2 A comprehensive understanding of research techniques applicable to the study of communication and media.
- A3 Originality in the application of knowledge about communication within the media and communication context
- A4 Understanding of how practice can be used to interpret research outcomes to a variety of audiences.
- A5 Understanding how the boundaries of knowledge are advanced through research

Intellectual skills

- B1 A conceptual understanding of issues related to media and communication which enables students to evaluate critically advanced scholarship within their discipline
- B2 A conceptual understanding of methodologies enabling the critique of those methodologies.

Subject specific skills

- C1 The ability to deal with complex issues regarding aspects of communication and media systematically and creatively
- C2 The ability to communicate research outcomes clearly to specialist and non-specialist audiences
- C3 The ability to make valuable contributions towards media and communications practice within complex or unpredictable environments

Transferable skills

- D1 Self-direction and originality in tackling and solving problems,
- D2 An ability to act autonomously in planning and implementing tasks at a professional level
- D3 An ability to exercise initiative and personal responsibility
- D4 The independent learning ability required for continuing professional development
- D5 The ability to produce appropriately referenced work to a given format, brief and deadline.

PROGRAMME DIAGRAM
MA Media and Communication

Stage 1/Level M

**Core units
(Compulsory)**

Communication Theory (20)
 Research Methods in Media and Communication (20)
 Communicating Ideas (20)
 Media in Transition (20)

Exhibition (20)
 Masters' Project (40)

Optional Placement
 30 weeks
 Non-credit bearing
 Pass/Fail

Option units

Choose two options from
 Cross-Platform Media: Theory and Practice (20)
 Brands and Brand Communication (20)
 Intercultural Communication (20)
 Media and Crisis (20)
 Youth Culture and Media (20)
 Music, Media and Communication (20)
 New Media Innovation (20)

**Exit qualification:
MA Media and Communication**

Requires 180 Level M credits

**Exit qualification:
PG Dip Media and Communication**

Requires 120 Level M credits

**Exit qualification:
PG Cert Media and Communication**

Requires 60 Level M credits

9 ADMISSIONS REGULATIONS

- 9.1 The regulations for this framework are the University's Standard Postgraduate Admissions Regulations
- 9.2 IELTS requirement of 6.5 with 6.5 within written element.
- 9.3 Successful completion of Kaplan's Graduate Diploma in Media award: 50% or above course average; 65% English exit award (with 60% in all parts).

10 ASSESSMENT REGULATIONS

- 11.1 The regulations for this framework are the University's Standard Postgraduate Assessment Regulations.

PROGRAMME PROFILE

(Note: Cost centres and HESA codes will be added after design phase)

Originating Institution(s): Bournemouth University School: Faculty of Media and Communication Partner: None	Place(s) of Delivery: Bournemouth University	Programme Award and Title: MA Media and Communication Interim Award and Titles & required credits: PG Certificate Media and Communication PG Diploma Media and Communication	Mode(s) of study: FT Expected Length of study : FT= 12-24 months BU Credit Structure & ECTS : Level 7= 180 credits (90 ECTS)
	Language of delivery (if not English):		
	Programme HESA JACS code: P300		

Unit identification		Cost Centre(s)						Unit Details					Assessment Regs: SR		
Unit version no.	Unit name	HESA JACS Subject Code	CC 1	%	HESA JACS Subject Code	CC2	%	Prog year FT	Prog year PT	Core / option	No of credits	Level	Assessment Element Weightings		
													Exam 1	C/Work 1	C/Work 2
1	Research Methods in Media and Communication	N510	145	100				1		Core	20	7		100	
1	Communication Theory	P990	145	100				1		Core	20	7		100	
1	Media in Transition	P300	145	100				1		Core	20	7		100	
1	Communicating Ideas	P990	145	100						Core	20	7		100	
1	Master's Project	X210	145	50				1		Core	40	7		100	
1	Exhibition	X210	145	50				1		Core	20	7		100	
1	Cross Platform Media: Theory and Practice	P300	145	100				1		Option	20	7		100	
1	Brands and Brand Communication	N500	145	100				1		Option	20	7		100	
1	Intercultural Communication	P300	133	100				1		Option	20	7		100	
1	Media and Crisis	P300	145	100				1		Option	20	7		100	
1	Youth Culture and Media	P300	145	100				1		Option	20	7		100	

1	Music, Media and Communication	P300	145	100				1		Option	20	7		100	
2	New Media Innovation	P430 P304	145	100				1		Option	20	7		100	
	Placement									Option	Pass /Fail			100	
Effective from Prog Year / Month / Year			Contact in School: Fiona Cownie fjcownie@bournemouth.ac.uk				Date approved ¹¹ : December 2013		Programme Specification version no.: Version 1.3-0917			Placement: optional 30 weeks			
Yr. 1	Sep	2017	Name of Professional, Statutory or Regulatory Body (if appropriate): None N/A				Diploma Supplement Statement regarding PRSB accreditation: N/A								
Yr. 2	Sep	2018													
Yr. 3	Sep	2019													
Yr.4	Sep	2020													

Appendix 1:

QAA FHE Q Level 7 Descriptor

QAA Descriptor for a higher education qualification at level 7: Master's degree

The descriptor provided for this level of the framework is for any master's degree which should meet the descriptor in full. This qualification descriptor can also be used as a reference point for other level 7 qualifications, including postgraduate certificates and postgraduate diplomas.

Master's degrees are awarded to students who have demonstrated:

a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice

a comprehensive understanding of techniques applicable to their own research or advanced scholarship

originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline

conceptual understanding that enables the student:

to evaluate critically current research and advanced scholarship in the discipline

to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Typically, holders of the qualification will be able to:

deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences

demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level

continue to advance their knowledge and understanding, and to develop new skills to a high level.

And holders will have:

the qualities and transferable skills necessary for employment requiring:

the exercise of initiative and personal responsibility

decision-making in complex and unpredictable situations

the independent learning ability required for continuing professional development.

Much of the study undertaken for master's degrees will have been at, or informed by, the forefront of an academic or professional discipline. Students will have shown originality in the application of knowledge, and they will understand how the boundaries of knowledge are advanced through research. They will be able to deal with complex issues both systematically and creatively, and they will show originality in tackling and solving problems. They will have the qualities needed for employment in circumstances requiring sound judgement, personal responsibility and initiative in complex and unpredictable professional environments.

Master's degrees are awarded after completion of taught courses, programmes of research or a mixture of both. Longer, research-based programmes may lead to the degree of MPhil. The learning outcomes of most master's degree courses are achieved on the basis of study equivalent to at least one full-time calendar year and are taken by graduates with a bachelor's degree with honours (or equivalent achievement).

Master's degrees are often distinguished from other qualifications at this level (for example, advanced short courses, which often form parts of continuing professional development programmes and lead

to postgraduate certificates and/or postgraduate diplomas) by an increased intensity, complexity and density of study. Master's degrees - in comparison to postgraduate certificates and postgraduate diplomas - typically include planned intellectual progression that often includes a synoptic/research or scholarly activity.

Some master's degrees, for example in science, engineering and mathematics, comprise an integrated programme of study spanning several levels where the outcomes are normally achieved through study equivalent to four full-time academic years. While the final outcomes of the qualifications themselves meet the expectations of the descriptor for a higher education qualification at level 7 in full, such qualifications are often termed 'integrated master's' as an acknowledgement of the additional period of study at lower levels (which typically meets the expectations of the descriptor for a higher education qualification at level 6).

First degrees in medicine, dentistry and veterinary science comprise an integrated programme of study and professional practice spanning several levels. While the final outcomes of the qualifications themselves typically meet the expectations of the descriptor for a higher education qualification at level 7, these qualifications may often retain, for historical reasons, titles of Bachelor of Medicine, and Bachelor of Surgery, Bachelor of Dental Surgery, Bachelor of Veterinary Medicine or Bachelor of Veterinary Science, and are abbreviated to MBChB or BM BS, BDS, BVetMed and BVSc respectively.