



Quality Assurance

Masters, Postgraduate Diploma, Postgraduate Certificate in Global Media and Culture

Programme Specification: Postgraduate

Information for students: the programme specification is the definitive document summarising the structure and content of your degree programme. It is reviewed and updated every year as part of Keele's Curriculum Annual Review and Development process. The document aims to clarify to potential and current students what you can expect from the study of the subject over the course of your programme.

This programme specification applies to students starting the programme from September 2017 onwards.

Names of programme(s) and award title(s)	MA Global Media and Culture Postgraduate Diploma in Global Media and Culture Postgraduate Certificate in Global Media and Culture
Mode of study	Full time / part time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Duration:	One year full time / two years part time

External Examiner(s) names: <http://www.keele.ac.uk/qa/externalexaminers/>

1. What is the philosophy of the Programme?

Media and Cultural Studies is an exciting and developing discipline that draws together theories and practices from a range of disciplines such as Media Studies, Film and Television Studies, English and Sociology. It involves three main aspects: the study of theories and ideas about media and cultural production in a global context; the critical analysis of cultural texts and practices from around the world; and engagement in practical creative production. The MA in Global Media and Culture seeks to explore the relationship between these three areas and to show how knowledge of each informs and influences the others. In addition, it aims to provide the skills necessary for academic study at an advanced level either for those wishing to go on to further academic research, or as an advanced preparation for those interested in pursuing careers in a range of media and

culture industries. The emphasis of the programme is the critical and analytical study of the contemporary global framework of media and cultural studies, the production and continuation of localized cultural identities within a global context, and a theoretically-informed approach to the creative production of media texts.

Global Media and Culture at Keele

The Global Media and Culture programme at Keele University represents the multidisciplinary coming together of academics and practitioners from a range of fields. The distinctive nature of Keele as a pioneer for interdisciplinary academic study provides the Global Media and Culture Programme with an ideal basis for the development of cross-subject study. The Programme is able to draw from academic expertise in Media, Communication and Culture, Film Studies, English and Sociology, providing a wide range of modules that cover areas from critical theory and analysis to creative practice. The Masters programme comprises core modules in **Research Skills and Doing Media Research, Mediated Communications: Theory and Practice and Globalisation, Media, Culture,** and optional modules in **Postcolonial and World Literatures, Creative Media Practice, Dissent Studies and English for Media Professionals.** Following the taught element of the course students can choose to pursue either a dissertation topic or an advanced media project under the supervision and guidance of a relevant member of the teaching team. The programme can be studied either full or part-time. As well as the Master of Arts award, Postgraduate Certificate and Postgraduate Diploma routes are also available.

Aims of the Programme

The aims of the Programme are to enable students to:

- Think, talk, and write at an advanced level about global media and culture and the ways in which cultural and media organisations intersect with general political and economic processes.
- Understand, evaluate and apply a range of theories about culture and media production, especially those associated with globalisation.
- Engage in comparative analysis of media and cultural production from different areas of the world.
- Pursue options in developing creative skills and practices involved in media and cultural production at a level commensurate with postgraduate study.
- Critically engage in analysing the ways in which questions of cultural value are experienced and understood, within the context of globalisation.
- Pursue critical approaches and methodologies practised in media and cultural studies, especially those associated with globalisation.

- Develop research skills commensurate with postgraduate study in the field of media and cultural studies.
- Obtain the knowledge, skills and personal qualities necessary to find a fulfilling and rewarding career, and become informed and active citizens with a lifelong interest in studying and/or practicing in the fields of global media and culture.

What students will learn

What students on the Programme will know, understand and be able to do can be described under three main headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills).

Students who complete the MA in Global Media and Culture will be able to:

- Describe and evaluate the relevance and application of key concepts and theoretical approaches within Global Media and Culture to a range of cultural texts.
- Explain and analyse the impact of cultural politics and diversity on media and cultural production, and the significance of historical, social, political and economic contexts on global media practices and cultural texts.
- Comment on and present the conclusions of theoretical and empirical research on global media and cultural production to a range of audiences and in a variety of appropriate formats.
- Use the knowledge and skills they have acquired in a socially responsible way, in complex and unpredictable contexts and as the basis for more advanced learning or professional training.

Keele Graduate Attributes

Engagement with this programme will enable you to further develop your intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of your studies and activities. Whilst you will undoubtedly have already developed these skills and abilities to varying degrees, such existing capabilities can always be deepened and enriched. Our educational programme and learning environment is designed to help you to develop further as a well-rounded postgraduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in during and after your studies at Keele.

Please refer to the programme webpages for a statement of how you can achieve the Keele Graduate Attributes through full engagement in the programme and other educational opportunities at Keele. Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

2. How is the Programme taught?

Learning and teaching methods used on the Programme vary according to the subject matter and level of the module. They include the following:

- **Seminars** in groups of approximately 15 students where key issues can be discussed in more depth. Students are expected to play a full part, and occasionally to lead, these discussions. Some seminars consist largely of student presentations and many are based on the application of cultural and media theories to analyse cultural texts such as novels, films, photographs, art works, video, websites and printed journalism.
- Workshops in **Research Skills** where students undertake the discussion and analysis of a range of research techniques from a wide variety of humanities subjects. Sessions will combine input from lecturers, small-group work and larger class discussions.
- **Independent study** based on directed reading from cultural and critical theory texts, research monographs, academic journals, and the media.
- **Web-based learning** using the Keele Learning Environment (KLE).
The KLE is accessible to all students on and off campus and provides easy access to a wide range of resources and research tools, and as a platform for online discussions and blogs. (The KLE is an online learning environment that provides a range of tools to support students' learning, including access to documents and other resources, quizzes, discussion boards, assignments and announcements).
- For those students taking the **Dissertation** module, the opportunity to undertake a piece of advanced, independent research supervised and supported by a member of staff with expertise in the area.

For those opting for the Media project, the opportunity to work on an advanced piece of creative work supported by experienced staff in the creative arts and media.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any particular learning needs they may have, with their module and tutorial group leaders on a one-to-one basis.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- **Independent study** allows students to gain a systematic understanding of global media and ideas and theories and how they may be used in the course of seminars and workshops to analyse a variety of contemporary global media and culture issues.
- **Seminars and workshops** provide opportunities for students to ask questions, and to present their own ideas to members of staff and other students using an appropriate medium of communication.
- Undertaking an **advanced research dissertation** with the support of an experienced and active researcher allows students to formulate relevant research questions and devise a feasible and ethically sound strategy for answering them.
- Undertaking an **advanced media project** with the support of an experienced and practising creative producer.

The permanent teaching staff on the Global Media and Culture Programme consists of a range of staff from a variety of disciplines such as Media, Communications and Culture, Film Studies, English and Sociology. Most members of staff have doctorates (PhDs or the equivalent) in their respective fields. Teaching staff are active in research in the areas of literature, film, cultural theory and sociology, with work published in books, research monographs and leading international journals. Other members of staff have professional experience in the areas of visual art production (moving and still images), curating, media design, and video editing, production and direction.

The staff group has extensive experience of teaching at undergraduate and postgraduate level in universities in the UK, continental Europe, and North America. Many members of staff are fellows of the Higher Education Academy.

3. What is the Structure of the Programme?

An outline of the structure of the Programme is provided in the tables below. Core modules are shown in **bold**; optional modules are in regular font.

Full-time programme

Full-time students complete the course over one year (September to September).

There are four core modules (comprising 90 credits);

- 1. Research Skills in Media and Cultural Studies**
- 2. Doing Media Research**

3. Globalisation, Culture, Media;

4. Mediated Communications: Theory and Practice.

Research Skills in Media & Cultural Studies is a 15-credit module and runs in semester 1.

Doing Media Research is a 15-credit module and runs in semester 2.

Globalisation, Culture, Media runs across semesters 1 and 2 and is worth 30 credits in total.

Mediated Communications: Theory and Practice is a 30-credit module and runs in semester 1.

In addition to the core modules, students also take one 30-credit option module. In semester 2, students can choose to take either **Creative Media Practice*** or **Postcolonial and World Literature in English or Dissent Studies**. *Please note that students wishing to do the **Media Project** in semester 3 *must take Creative Media Practice* in semester 2.

Alternatively, students may opt to take two optional 15-credit modules across semesters 1 and 2: **Academic English for Postgraduate Students** and **English for Media Professionals** (Please note that these are only available for students whose first language is not English).

In semester 3, students take either the **Media Project** or the **Dissertation**. Both the Dissertation and Media Project are worth 60 credits and although they run mainly in semester 3, students will be encouraged to start thinking about their dissertation or media project topics much earlier.

SEMESTER 1	SEMESTER 2	SEMESTER 3
Research Skills (15 credits) (Core) Globalisation, Culture, Media I (15 credits) (Core) Mediated Communications: Theory and Practice (30 credits) (Core) <hr/> Academic English for Postgraduate Students (15 credits) (Option: must be taken together with English for Media Professionals in semester 2) >	Doing Media Research (15 credits) (Core) Globalisation, Culture, Media II (15 credits) (Core) <i>Plus either</i> <hr/> Creative Media Practice (30 credits) (Option: compulsory for students taking the Media Project in semester 3) > <hr/> Or Postcolonial and World Literature in English (30 credits) (Option) <hr/> Or Dissent Studies (30 credits) (Option) <hr/> Or English for Media Professionals (15 credits) (Option)	Dissertation (60 credits) (Optional Core) Or Media Project (60 credits) (Optional Core)

Part-time programme

Part-time students complete the course over two years.

In the first year students take the core modules Research Skills, Research Methods and Contemporary Cultural and Media Theory, plus one optional module across semesters 2 and 3.

In the second year students take the core module Globalisation, Culture, Media across semesters 1 and 2, and either the Dissertation or the Media Project across semesters 2 and 3. Students wishing to do the Media Project in Year 2 are required to have completed Creative Media Practice as an option in Year 1.

YEAR 1	YEAR 1	YEAR 1
SEMESTER 1	SEMESTER 2	SEMESTER 3
Research Skills (15 credits) (Core) Mediated Communications: Theory and Practice (30 credits) (Core)	Doing Media Research (15 credits) (core) Creative Media Practice (30 credits) (Option: compulsory for students taking the Media Project in Year 2 OR Postcolonial and World Literature in English (30 credits) (Option) OR Dissent Studies (30 credits) (Option)	Creative Media Practice (continued) OR Postcolonial and World Literature in English (continued)
YEAR 2	YEAR 2	YEAR 2
SEMESTER 1	SEMESTER 2	SEMESTER 3
Globalisation, Culture, Media (15 credits) (Core)	Globalisation, Culture, Media II (15 credits) (Core) Media Project (60 credits) (Optional Core) OR Dissertation (60 credits) (Optional Core)	Media Project (continued) OR Dissertation (continued)

What students learn on the Programme

The table below sets out what students learn on the Programme, the core modules in which that learning takes place, and the main ways in which students are assessed on their learning.

Subject knowledge and understanding		
Learning Outcome	Module in which this is delivered	Principal forms of Assessment (of the Learning Outcome) used
CORE MODULES		
Think, talk, and write at an advanced level about global media and culture and the ways in which cultural and media organisations intersect with general political and economic processes.	<i>Globalisation, Culture, Media</i>	Essay Poster Presentation Essay Plan
Understand, evaluate and apply a range of theories about culture and media production, especially those associated with globalisation, postcolonialism and neoliberalism.	<i>Globalisation, Culture, Media Mediated Communications: Theory and Practice</i>	Essay Poster Presentation Essay Plan Group Presentation Project Proposal
Critically analyse media and cultural production and texts from different areas of the world.	<i>Mediated Communications: Theory and Practice</i>	Group Presentation Project Proposal
Demonstrate creative skills and practices involved in digital media and cultural production at a level commensurate with postgraduate study.	<i>Mediated Communications: Theory and Practice</i>	Group Presentation Project Proposal
Evaluate the ethical and legal framework in which media businesses operate.	<i>Mediated Communications: Theory and Practice</i>	Group Presentation Project Proposal

Demonstrate originality in the application of their knowledge of globalisation to a variety of substantive examples	<i>Globalisation, Culture, Media</i>	Essay and Poster Presentation
Evaluate critically current research and advanced scholarship in the study of globalisation	<i>Globalisation, Culture, Media</i>	Essay and Poster Presentation
Undertake extensive research	<i>Dissertation/Media Project</i>	Dissertation/Media Project
Subject specific skills		
Outcome	Module	Assessment
Plan and construct a substantial independent research project recognised aspect of media and culture; or an advanced visual media production	<i>Doing Media Research Creative Media Practice Dissertation/Media Project</i>	Project Outline Dissertation/Media Project
Demonstrate the ability to make innovative connections in research	<i>Globalisation, Culture, Media Doing Media Research</i>	Essay Literature Review/Essay plan
Reflect critically on the place of a specific research topic within wider debates in the humanities	<i>Doing Media Research</i>	Literature Review/Essay plan
Engage in a research culture commensurate with postgraduate study	<i>Research Skills</i>	Essay Textual analysis
Evaluate critically current research and advanced scholarship in the field of media and cultural studies	<i>Globalisation, Culture, Media Dissertation/Media Project</i>	Essay

Demonstrate autonomy and originality in solving theoretical and practical problems in the field	<i>All modules approved as part of the Global Media and Culture MA Programme</i>	Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks; individual journals; and exhibition catalogues
Communicate research process and research findings to diverse audiences using a variety of written, oral and visual media	<i>All modules approved as part of the Global Media and Culture MA Programme</i>	Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks; individual journals; and exhibition catalogues
Key or transferable skills (including employability skills)		
Outcome	Module	Assessment
Work productively to an advanced level in a largely unstructured context exercising initiative and personal responsibility	<i>All modules approved as part of the Global Media and Culture MA Programme</i>	Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks and presentations
Make decisions and plan activity in uncertain and unpredictable contexts	<i>All modules approved as part of the Global Media and Culture MA Programme</i>	Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks and presentations

<p>Undertake appropriate further training of an academic, professional or practical nature</p>	<p><i>All modules approved as part of the Global Media and Culture MA Programme</i></p>	<p>Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries and presentations</p>
<p>Design and complete a research project and demonstrate a knowledge of the importance of the research process</p>	<p><i>All modules approved as part of the Global Media and Culture MA Programme</i></p>	<p>Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks and presentations.</p>
<p>Demonstrate a knowledge of literature collection and analysis</p>	<p><i>All modules approved as part of the Global Media and Culture MA Programme</i></p>	<p>Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks and presentations</p>
<p>Use high levels of presentation, referencing and bibliographical skills commensurate with written work at the postgraduate level</p>	<p><i>All modules approved as part of the Global Media and Culture MA Programme</i></p>	<p>Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries and presentations.</p>

Design and complete a research project and demonstrate a knowledge of the importance of the research process	<i>All modules approved as part of the Global Media and Culture MA Programme</i>	Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks and presentations.
Demonstrate a knowledge of literature collection and analysis	<i>All modules approved as part of the Global Media and Culture MA Programme</i>	Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries; workbooks and presentations
Use high levels of presentation, referencing and bibliographical skills commensurate with written work at the postgraduate level	<i>All modules approved as part of the Global Media and Culture MA Programme</i>	Modules are assessed in a variety of ways including: essays; annotated bibliographies; project outlines; dissertation plans; reflective diaries and presentations.

Exit Routes

To gain the MA award you need to successfully complete all four core modules (total of 90 credits), plus one option module and EITHER the Dissertation OR the Media Project (180 credits in total).

To gain the Postgraduate Diploma you need to successfully complete the four core modules and one of the option modules (120 credits in total).

To gain the Postgraduate Certificate you need to successfully complete one of the 30-credit core modules (OR: either Research Skills or Research Methods, plus the first part of Globalisation, Culture, Media), AND one of the option modules (60 credits in total).

4. How is the Programme assessed?

The function of the assessments listed in the table above is to test students' achievement of the learning outcomes of Global Media and Culture Media Programme. For example:

- **Essays** test the quality and application of subject knowledge. In addition they allow students to demonstrate their ability to carry out advanced bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using appropriate systems of referencing.
- **Critical Analyses** of other scholars' work test students' ability to identify and summarise the key points of a text and to evaluate the quality of arguments and the evidence used to support them. In the case of work based on empirical research, critical analyses also assess students' knowledge of research methodologies and their ability to make critical judgements about the appropriateness of different strategies for collecting and analysing data.
- **Annotated Bibliographies** test students' ability to analyse and evaluate critically a range of secondary and source materials with a view towards specific areas of research in the field of media and cultural studies.
- **Project Outlines** test students' ability to plan, prepare and structure a viable research project. They also test the students' knowledge of relevant and important areas of research within Global Media and Culture, and to assess the originality and impact of certain areas of research to the field.
- **Reflective Diaries** test students' ability to engage self- reflexively with their study and practice within their field. They encourage students to develop a critical engagement with their modes and practices of study, learning and development of research topics.
- **Research design projects and short research papers** test student's knowledge of different research methodologies and the limits and provisional nature of media and cultural studies knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- **Oral and poster presentations and reports, either by individual students or in groups**, assess students' subject knowledge and understanding. They also test their ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Workbooks** test students' ability to develop ideas and reflective practices in the development of creative media work.
- **Dissertations** test students' ability to carry out independent research and communicate findings in an extended piece of written work following recognised academic standards of presentation.
- **Media Projects** test students' ability to contribute a significant practical project in the field of visual media, including moving and still image production, video and exhibitions.

Marks are awarded for summative assessments designed to assess students' achievement of learning outcomes. Students are also assessed formatively to enable them to monitor their own progress. Formative assessment is not formally marked. Feedback, including guidance on how students can improve the quality of their work, is also provided on all summative assessments and more informally in the course of tutorial and seminar discussions.

5. What are the typical admission requirements for the programme?

Students are accepted onto the programme on the basis of an honours degree at second class or higher (or international equivalent). Applicants with other qualifications and appropriate experience are considered on a case-by-case basis.

Students registered at overseas Institutions which are ERASMUS partners or have existing exchange agreements with Keele and who wish to take parts of this programme as an exchange student will be required to satisfy the criteria for qualification for such an exchange agreed by their home institution in consultation with the Global Education Team.

Students for whom English is a second language will be required to satisfy the criteria outlined in the first paragraph of this section, however we will also require English language proficiency of at least 6.5 in IELTS test scores (or equivalent).

6. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Students are supported with reference to the University's policy on academic and independent support arrangements for Postgraduate courses.
- Module leaders are responsible for providing support for learning on the modules and in the seminar groups for which they are responsible. They also give individual feedback on in-course assessments.
- Additional help with University level study skills is available from the Learning Support Officer in the Faculty of Humanities and Social Sciences.
- All members of teaching staff on the Global Media and Culture MA Programme are available to see students during advertised weekly office hours and at other times by appointment.

7. Learning Resources

Global Media and Culture is taught in modern teaching rooms across the University, almost all of which are equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups. In addition, Global Media and Culture has a range of subject-specific equipment and facilities including two Apple Macintosh labs with industry standard software such as Final Cut Pro, Photoshop, Quarkxpress, Motion, Sound Pro and Live Type; a range of professional digital video, photographic and sound equipment a professional photographic studio and a professional print finishing room with a range of equipment; an exhibition space and workshop; and access to a professional TV studio.

The learning resources available to students on the Programme include:

- The extensive collection of materials relevant to postgraduate study of media, communications and culture and related disciplines held in the University Library. Built up over years of delivering

modules in Media, Communications and Culture, Film Studies, English, Sociology, Geography, Music and Visual Arts, these materials include books, journals and DVDs. Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.

- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources – video, audio and text-based – accessible from external providers via the internet.

9. Quality management and enhancement

The Programme Leader for the MA Global Media and Culture (MAGMC) is responsible for the overall direction of learning and teaching on the Global Media and Culture Programme. The Programme Leader responds to the Programme Board for MAGMC. The Programme Board consists of all members of staff teaching regularly on the MAGMC course

The quality and standards of learning on the MAGMC programme are subject to a continuous process of monitoring, review and enhancement.

- The Postgraduate Learning and Teaching Committee of the School of Humanities is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules on the Global Media and Culture Programme as a whole are reviewed and enhanced every year.

Student evaluation of, and feedback on, the quality of learning on the Global Media and Culture Programme takes place in several ways:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Board.
- Feedback received from representatives of students on the Global Media and Culture Programme is considered and acted on at regular meetings of the MAGMC Programme Board.

In addition to this, the quality and standards of learning are regularly discussed and monitored by the MAGMC Programme Board and by the Postgraduate Learning & Teaching Committee.

Senior members of academic staff from other universities are appointed by the University's Senate to act as external examiners on the Global Media and Culture Programme. They are responsible for:

- Approving all examination questions;
- Confirming all marks which contribute to a student's degree;
- Reviewing and giving advice on the structure and content of the Programme and assessment procedures.

External examiners see all work marked internally as a 'fail', or 'distinction' standard or on the borderline. They also see work on the rare occasions when there is substantial disagreement between internal markers.

10. The principles of programme design

The Global Media and Culture Programme described in this document have been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

- a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code>
- b. QAA Subject Benchmark Statement: Communication, Media, Film and Cultural Studies: <http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.pdf>
- c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>
- d. Keele University Code of Practice on Assessment: <http://www.keele.ac.uk/paa/academicadministration/assessment/codeofpracticeonassessment>

11. Programme Version History

Version History	Date	CHANGES / NOTES
Date first created		
Revision history	July 2016 June 2017	Updated in July 2016 by Neil Archer to reflect changes to English language modules. Updated in June 2017 by Neil Archer to reflect addition of new modules (Doing Media Research; Mediated Communications: Theory and Practice) and consequent changes to programme structure and student learning outcomes
Date approved	June 2017	Approved by Faculty of Humanities and Social Sciences Faculty Learning and Teaching Committee