

Programme Specification: Undergraduate

For students starting in Academic Year 2017/2018

1. Course Summary

Names of programme(s) and award title(s)	Media, Communications and Culture Media, Communications and Culture with International Year (see Annex A for details)
Award type	Dual Honours/Major/Minor Students who study their two Principal subjects in humanities and/or social science subjects will be awarded the degree of Bachelor of Arts (with Honours) (BA Hons). All students who study a science Principal subject are candidates for the degree of Bachelor of Science (with Honours) (BSc Hons) irrespective of their second Principal subject.
Mode of study	Full time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Duration	3 years 4 years with International Year
Location of study	Keele University – main campus
Accreditation (if applicable)	Not applicable
Regulator	Higher Education Funding Council for England (HEFCE)
Tuition Fees	UK/EU students: Fee for 2017/18 is £9,250* International students: Fee for 2017/18 is £13,000** <i>or</i> £14,150** <i>(if combined with a laboratory-based Principal Subject)</i> The fee for the international year abroad is calculated at 15% of the standard year fee

* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

** We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

Additional Costs	Refer to section 18
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2. What is a Dual Honours programme?

Dual Honours degrees are degrees that are taken in two different subjects, resulting in an *X and Y* degree title, for example *Media, Communications and Culture and Film Studies*. If you are taking a Dual Honours programme, these will be the two subjects you applied for. These are referred to as your Principal Subjects.

In a Dual Honours degree you must take at least 120 credits in each Principal Subject, accrued over all three levels of study, with at least 30 credits in Year 1 (Level 4) and at least 45 credits in each of Years 2 and 3 (Levels 5 and 6) in each of two Principal Subjects. The remaining available credits can be filled with modules from these subjects or other subjects entirely.

What is a Major/Minor programme?

Major/Minor degrees are degrees that are taken in two different subjects, much like a Dual Honours degree, except that you will specialise in the Major subject. In a Major/Minor degree you will need at least 225 credits in your Major subject over your three years of study with at least two modules (30 credits) taken each year in your Major Subject, although some Principal Subjects will require you to take more than this and this will be stated in the relevant programme specification. You will also need 90 credits in your Minor subject with a minimum of 30 credits (two modules) taken in Year 1 (Level 4) and 45 credits (three modules) taken in Year 2 (Level 5).

Students taking the Minor Route in Media, Communications and Culture might not necessarily be able to demonstrate that they have achieved all of the Programme's learning outcomes.

3. Overview of the Programme

Media, Communications and Culture is an exciting and contemporary discipline that draws together theories and practices from a range of traditional disciplines such as English, Sociology, Film Studies, Music and Visual Arts. The degree involves three main elements: the study of theories and ideas about media and cultural production; the critical analysis of cultural texts and institutions; and the practice of creative production. Media, Communications and Culture explores the relationship between these three areas and shows how knowledge of each of these fields informs and influences the others.

Media, Communications and Culture at Keele

The Media, Communications and Culture programme at Keele University represents the multidisciplinary collaboration of academics and practitioners from a range of fields. The distinctive nature of Keele as a pioneer for interdisciplinary academic study provides the degree programme with an ideal basis for the development of cross-subject study. The Programme is able to draw from academic expertise in English, Film, Sociology, Music, Languages and Visual Arts which provide a wide range of modules that cover areas from critical theory and analysis to creative practice.

4. Aims of the Programme

The broad aims of the programme are to enable you to:

- Think, talk, and write about media, communications 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
- Acquire and appreciate the creative skills and practices involved in media and cultural production

- Acquire a critical understanding of the nature and development of a variety of formal and informal responses to media, communications and culture, including the ways in which accounts of the world are created and maintained, and how understandings of the self and the world are formed in relation to cultural texts and practices
- Appreciate the ways in which questions of cultural value are experienced and understood
- Become familiar with critical approaches and methodologies practised in media and cultural studies
- Develop the ability to conduct and report on their own research using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship in the humanities and social sciences
- Obtain the knowledge, skills and personal qualities necessary for them 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 media, communications and culture

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

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

Students who complete all three years of the Programme and graduate with a BA (Hons) in Media, Communications and Culture – including as a Major subject – will be able to:

- Describe and evaluate the relevance and application of key concepts and theoretical approaches within media and cultural studies 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 media practices and cultural texts.
- Engage in creative practice in the media and offer informed evaluation of the practical and technological aspects of media, communication and cultural technologies.
- Comment on and present the conclusions of theoretical and empirical research on 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 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. Our educational programme and learning environment is designed to help you to become a well-rounded graduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

6. 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:

- **Traditional lectures** where the lecturer provides students with a framework for reading and

independent study. Most lecturers employ presentation software such as Microsoft PowerPoint, while sometimes also making use of video and audio presentations

- **Interactive learning** in large classes where students have the opportunity to work together in smaller groups, interact with the lecturer and reflect on their own learning. Interactive lectures may involve the use of small group discussions with set written tasks on particular topics
- **Tutorials and seminars** in groups of up to 15 students where key issues can be discussed in more depth. Students are expected to play a full part and also to lead these discussions. Some tutorials and seminars consist largely of student presentations and many are based on the application of cultural and media theories to analyse cultural texts such as films, photographs, art works, video, websites and printed journalism
- **Practical workshops** where students learn about and use media technology to produce their own creative work. This includes areas such as video production, news journalism, digital image production and photomontage
- **Independent study** based on directed reading from cultural texts, text books, 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 who choose to take an **Independent Study Project** in Media, Communications and Culture in their final year, the opportunity to undertake a piece of independent research supervised and supported by a member of staff
- Some students may also choose to undertake a **practical project** double module in the third year which will involve the production of a practical project and workbook which will culminate in a final year show.
- **Work-placement.** At Level 6 (Year 3) students can choose to do work experience either working in or to the brief of an external company/placement for accreditation

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Personal Tutors or module lecturers 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:

- Lectures and independent study allow students to gain a systematic understanding of media and ideas and theories and how they may be used in the course of seminars and tutorials to analyse a variety of contemporary media, communications and culture texts and issues
- Seminars, tutorials and online discussions provide opportunities for students to ask questions about, and suggest ways in the interpretation and analysis of media and cultural products and issues in a responsible way, and to present their own ideas to members of staff and other students using an appropriate medium of communication
- Interactive lectures, seminars, tutorials and web-based activities encourage students to reflect on their own learning and take responsibility for its development by addressing areas of difficulty, perhaps by discussing them with their fellow students or by getting additional help from a member of staff
- Undertaking an independent study project 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
- Preparing a practical independent study project involves students combining a range of creative skills with informed analysis of cultural ideas. It also involves the planning and presentation of a final year show

7. Teaching Staff

Currently the core teaching staff on the Media, Communications and Culture Programme comprises a range of staff from a variety of disciplines such as Media Studies, English, Sociology, Music, Languages and Visual Arts

which includes professors, senior lecturers and lecturers. Most current members of staff have doctorates (PhDs or the equivalent) in their respective fields, or experience in the Media, Culture and Visual Arts industries. Most of the current 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. Some current 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. Several members of staff hold teaching qualifications and some of them are fellows of the Higher Education Academy.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the Structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April.

Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are four types of module delivered as part of this programme. They are:

- Compulsory core module – a module that you are required to study on this course;
- Optional core module – these allow you some limited choice of what to study from a list of modules;
- Programme approved elective module – subject-related modules that count towards the number of subject credits required by your degree;
- Free-standing elective module – a free choice of modules that count towards the overall credit requirement but not the number of subject-related credits.

Dual Honours

Students must accumulate at least 120 credits in Media, Communications and Culture to graduate with a named Dual Honours Degree in Media, Communications and Culture and, equally, at least 120 credits in the other subject they have chosen to study. Dual Honours students must take at least 45 credits in each Principal Subject in each of Level 5 (Year 2) and Level 6 (Year 3). All students must take one compulsory core module in each semester in Years 1 and 2. In Year 3 students must take at least 45 credits during the year, but they can choose from a range of taught modules and the independent study module (a double module studied in both semesters, worth 30 credits). As an alternative to the dissertation may opt to take the Sustained Media Project, a double module of 30 credits, which is assessed through the production of a substantial piece of creative work. This would typically be an art work, installation, video production, or performance, supported by evidence of focused research and self-reflective practice.

Major

Students who choose MCC as a Major subject must accumulate at least 225 credits in MCC, accrued over all three levels of study, with at least 30 credits in MCC at each level of study, and including at least one ISP in MCC.

Minor

Students who take MCC as a Minor subject must accumulate at least 90 credits in MCC, with at least 30 credits taken at Level 4 (Year 1) and at least 45 credits at Level 5 (Year 2). Minor students, like Dual Honours students, take each of the compulsory cores in both semesters of Years 1 and 2; they must take at least one more in Year 2, and may also take one or two modules in Media, Communications and Culture in Year 3, but they will not normally be allowed to take the ISPs.

Year 1 (Level 4)

Core modules	Credits	Elective modules	Credits
Mediated World*	15	The Photographic Message*	15
Digital Video*	15	Reading Film*	15
		Popular British Cinema from the 90s to the Present Day*	15
		Mass Media in America*	15
		Understanding Culture*	15
		Modernity and Its Darkside	15
		Introduction to European Cinema	15
		Popular Music*	15
		Introduction to Television Studies*	15
		Film Texts and Contexts I	15

Year 2 (Level 5)

Core modules	Credits	Elective modules	Credits
Creating Awareness Campaigns*	15	Making the News*	15
Researching Media, Communication and Culture *	15	Media, Culture and Power*	15
		Adaptation	15
		Gender and the Cinematic Gaze	15
		Teenage Dreams: Youth Cultures in Fiction, Film and Theory*	15
		Unheard Melodies: Music in the Narrative Film	15
		Documentary: Theory and Practice*	15
		Thinking Photography*	15
		Hollywood and Beyond: Global Popular Cinemas	15
		Social Movements	15
		French Cinema	15
		Work Placement for Humanities	15
		Science Fiction Cinema	15

Year 3 (Level 6)

Optional modules	Credits	Optional Modules	Credits
Dissertation in Media, Culture and Creative Practice (ISP)*	30	Parody in British Film and Television	15
Sustained Media Practice (ISP)*	30	Creative Magazine Production*	15
Crime in Neoconservative America	15	The Road Movie	15
Visual Pleasures: From Carnival to Disney*	15	Celebrity	15
Postmodernism: Fiction, Film and	15	Modernist Manifestos and Magazines	15

Theory			
Work Experience in M CCP*	15	World Cinema in the 21 st Century	15
Music, Conflict and Change	15	English for Media Professionals	15

* Media, Culture and Creative Practice delivered modules

In addition to the programme approved electives listed in this table, students may choose to study modules which are offered as part of other programmes in the Faculty of Humanities and Social Sciences and across the University. These include:

- Modules in other subjects closely related to Media, Communications and Culture such as English, Sociology, Music, History and American Studies.
- Modules in other subjects in which they may have a particular interest such as Criminology, Law, Philosophy, Politics or International Relations.
- Modules designed to help students for whom it is not their first language to improve their use of English for academic purposes.
- Modern foreign languages modules at different levels in French, German, Spanish, Italian, Russian, Chinese, Arabic, and Japanese.
- Freestanding modules in subjects of general interest including ethics, contemporary religions and the politics, society and culture of some of Britain's European neighbours.
- Freestanding modules related to studying abroad as part of the University's exchange programme, employability skills and personal development.

For further information on the content of modules currently offered please visit:

www.keele.ac.uk/recordsandexams/az

Learning Outcomes

Programme Outcomes		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Think, talk, and write about Media, Culture and Creative Practice and the ways in which cultural and media organisations intersect with general political and economic processes.	Contesting Popular Culture	Essay, Short Paper
Understand, evaluate and apply a range of theories about culture and media production.	The Photographic Message Creating Awareness Campaigns	Project, workbook Visual Project and evaluation
Acquire and appreciate the creative skills and practices involved in media and cultural production	The Photographic Message Creating Awareness Campaigns	Media Project Visual Project and evaluation
Acquire a critical understanding of the nature and development of a variety of formal and informal responses to Media, Culture and	The Photographic Message Contesting Popular Culture	Media Project Essay, Short paper

Creative Practice, including the ways in which accounts of the world are created and maintained, and how understandings of the self and the world are formed in relation to cultural texts and practices.		
Appreciate the ways in which questions of cultural value are experienced and understood.	The Photographic Message Contesting Popular Culture	Media Project and Workbook Essay and Short Paper
Become familiar with critical approaches and methodologies practised in media and cultural studies.	Researching Media, Communications and Culture	Proposal and Presentation
Develop the ability to conduct and report on their own research using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship in the humanities and social sciences.	Researching Media, Communications and Culture	Proposal and Presentation
Obtain the knowledge, skills and personal qualities necessary for them 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 Media, Culture and Creative Practice.	The Photographic Message Contesting Popular Culture Researching Media, Communications and Culture Creating Awareness Campaigns	Media Project and Workbook Essay and Short Paper Proposal and Presentation Visual Project and evaluation

Year 1 (Level 4)

First year modules provide students with thorough grounding in the study skills needed for media, communications and culture. The emphasis is on developing and integrating the three main areas covered on the course: theory, analysis and practice. Students will be introduced to a several cultural and critical theories, learn how to apply them to a range of cultural texts and practices such as literature, film, TV, photographs and the internet, and will learn skills in producing their own works in the media and visual arts.

Subject Knowledge and Understanding		
Learning Outcome <i>Successful students will be able to:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Show an understanding of the roles of communication systems, modes of representations and systems of meaning in the ordering of societies	Mediated World The Photographic Message Understanding Culture Digital Video	Essay, Exam and Portfolio Workbook Short paper, essay Project, workbook
Be familiar with particular media	Mediated World	Essay and Exam

forms and genres and the way these work to affect meaning	The Photographic Message Digital Video Understanding Culture	Media Project and Workbook Project, workbook Short paper, essay
Demonstrate an awareness of the role of technology in media production	Mediated World The Photographic Message Digital Video	Essay and Exam Media Project Project, workbook
Use technology in the creation of media forms	The Photographic Message Digital Video	Media Project Project, workbook
Show an understanding of and reflection upon his/her own creative processes and practice through engagement in media production	The Photographic Message Digital Video	Media Project and Workbook Project, workbook
Present his/her awareness of the ways in which identities are constructed and contested through engagement with culture	The Photographic Message Understanding Culture	Media Project and Workbook Short paper, Essay
Be aware of the economic and political forces that influence and affect the creative industries, society and material culture	Mediated World	Essay and Exam

Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Demonstrate a knowledge of forms of media and culture as they have emerged historically and critically evaluate the processes through which they have come into being, with reference to social, cultural and technological change	Mediated World The Photographic Message Digital Video Understanding Culture	Essay, Exam and Portfolio Media Project and Workbook Project, workbook Short paper, essay
Be able to evaluate and apply theoretical, methodological and practical approaches to the study of the media and culture, and their communication	Mediated World The Photographic Message Digital Video Understanding Culture	Essay, Exam and Portfolio Media Project and Workbook Project, workbook Short paper, essay
Consider and evaluate their own work in a reflexive manner, with reference to relevant historical or contemporary debates and conventions	Mediated World The Photographic Message Digital Video Understanding Culture	Portfolio Workbook Project, workbook Short paper, essay

Produce work showing competence in operational aspects of media production technologies, systems, techniques and professional practices	The Photographic Message Digital Video	Media Project Project, workbook
Initiate, develop and realise creative work within various media forms	The Photographic Message Digital Video	Media Project Project, workbook

Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Analyse closely, interpret, and show the exercise of critical judgement in the understanding of media and cultural forms	Mediated World The Photographic Message Digital Video Understanding Culture	Essay, Exam and Portfolio Workbook Project, workbook Short paper, essay
Engage critically with major debates, paradigms and conventions within the fields of media, communications and culture and put them to productive use	Mediated World The Photographic Message Digital Video Understanding Culture	Essay and Exam Media Project and Workbook Project, workbook Short paper, essay
Be able to work co-operatively with others on common tasks	Mediated World Digital Video	Seminar Performance Group Project
Develop a capacity for the organisational skills involved in working independently	Mediated World The Photographic Message Digital Video Understanding Culture	Essay, Exam and Portfolio Media Project and Workbook Project, workbook Short paper, essay
Manage time and resources effectively, by drawing on planning and organisational skills	Mediated World The Photographic Message Digital Video Understanding Culture	Essay, Exam and Portfolio Media Project and Workbook Project, workbook Short paper, essay
Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written and/ or oral form	Mediated World The Photographic Message Digital Video Understanding Culture	Essay, Exam and Portfolio Media Project, Workbook and Oral Presentation Project, workbook Short paper, essay
Become effective and informed participants in our mediated world	Mediated World The Photographic Message Digital Video Understanding Culture	Essay and Exam Media Project and Workbook Project, workbook Short paper, essay

Core Study Skills (basic skills pertinent to the successful transition to University-level study in Year 1)		
Learning Outcome <i>Successful students will be able to:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Knowledge and awareness of professional regulations and standards, particularly with regard to copyright and fair use law	The Photographic Message Digital Video	Media Project and Workbook Project, workbook
Competence in a range of general IT skills	Mediated World The Photographic Message	Essay and Portfolio Media Project, Workbook and Oral Presentation

Year 2 (Level 5)

In the second year students build on the foundations laid in the first year. Core modules develop the key areas of analysing social and cultural and theories associated with the media and explore the ways in which identities and cultural politics impact on media production and practices. They also integrate these with the study of the practical application of creative and research skills to ‘real-world’ media and research projects.

Option Modules provide a range of topics that involve the practical and critical analysis and evaluation of cultural texts such as fiction, film, music, painting and video.

Subject Knowledge and Understanding		
Learning Outcome <i>Successful students will be able to:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Understand and critically evaluate the way in which visual communication operates	Creating Awareness Campaigns	Visual Project and evaluation
Analyse and solve communication problems	Creating Awareness Campaigns	Visual Project
Engage in critical reflection in their response to demands for communication solutions	Creating Awareness Campaigns Researching Media, Culture and Communications	Evaluation Proposal
Understand and critically evaluate key research methods in the field of media, communication and cultural studies	Researching Media, Culture and Communications	Presentation and Proposal

Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of

<i>Successful students will be able to:</i>		the Level Outcome) used
Solve communications problems by making documents/products	Creating Awareness Campaigns	Visual Project and presentation
Understand and evaluate the concept of a media production group	Creating Awareness Campaigns	Visual Project, evaluation and presentation
Understand and evaluate the concepts of design, branding and campaign styles	Creating Awareness Campaigns	Visual Project, evaluation and presentation
Use to high level media techniques for digital based media and production software such as Adobe Photoshop, Final Cut Pro and Quark Xpress	Creating Awareness Campaigns	Visual Project
Demonstrate familiarity with particular media forms and genres and the way these work to affect meaning	Creating Awareness Campaigns	Visual Project and evaluation
Show an understanding of and reflection upon his/her own creative processes and practice through engagement in media production	Creating Awareness Campaigns	Visual Project and evaluation
Apply various research techniques to the study of different media and cultural practices, genres and products	Researching Media, Culture and Communications	Presentation and Proposal
Develop critical thinking and reflexive understanding of various methodologies and their practical application	Researching Media, Culture and Communications	Presentation and Proposal

Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Reflect critically on their own learning, practices and solutions to problems	Creating Awareness Campaigns	Visual Project, evaluation and presentation
	Researching Media, Culture and Communications	Presentation and Proposal
Demonstrate the ability to construct strategies for locating information	Creating Awareness Campaigns	Visual Project, evaluation and presentation
	Researching Media, Culture and Communications	Presentation and Proposal

Use a range of techniques in digital lens based media	Creating Awareness Campaigns	Visual Project and presentation
Operate to a high level computer software related to the production of media images	Creating Awareness Campaigns	Visual Project, and presentation
Employ skills for oral and visual communication	Creating Awareness Campaigns Researching Media, Culture and Communications	Visual Project and presentation Presentation and Proposal
Demonstrate problem solving skills	Creating Awareness Campaigns Researching Media, Culture and Communications	Visual Project and evaluation Presentation and Proposal
Demonstrate organisational and time management abilities	Creating Awareness Campaigns Researching Media, Culture and Communications	Visual Project, evaluation and presentation Presentation and Proposal
Demonstrate team working abilities	Creating Awareness Campaigns	Visual project, evaluation and presentation
Communicate ideas and arguments effectively in written format	Creating Awareness Campaigns Researching Media, Culture and Communications	Extended essay and portfolio Proposal
Critically review their own written work to ensure that it is correctly formatted, their ideas are correctly expressed, and that they have used the correct spelling and grammar	Researching Media, Culture and Communications	Proposal
Cite sources appropriately	Creating Awareness Campaigns Researching Media, Culture and Communications	Evaluation Proposal
Demonstrate the ability to compare and evaluate information obtained from different sources	Researching Media, Culture and Communications	Proposal
Devise and develop a research project proposal	Researching Media, Culture and Communications	Presentation and Proposal

Year 3 (Level 6)

In the third year students deepen their knowledge of selected media, culture and creative practice by choosing to study three or more modules in a range of subjects which vary from year to year but reflect the specialist expertise and active research interests of members of staff. Students may also choose an independent study project. This will consist of writing a research dissertation in a relevant aspect of media or cultural analysis, or they may alternatively choose to carry out an extended practical project and produce of a substantial piece of creative work. In either case students work under the guidance of a member of a staff group with a wealth of experience in theoretical and practical cultural research.

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Recognise, interpret and evaluate theories, concepts and research in defined areas at the forefront of Media, Culture and Creative Practice	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues
Apply established cultural theories and methods of inquiry to understanding and resolving new and unfamiliar media problems in areas of current research activity	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues

Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Describe and make critical judgements about developments in current areas of research in Media, Culture and Creative Practice	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues
Identify possible directions in which further empirical research and theoretical development might take place in areas of Media, Culture and Creative Practice at the forefront of the discipline	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues
Communicate ideas informed by contemporary research and new developments in cultural theory both orally and in writing	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues
Manage their own learning, making use of appropriate materials in a current area of research activity	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and

		group journals; and exhibition catalogues
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Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Work productively in a largely unstructured context exercising initiative and personal responsibility	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues
Make decisions and plan activity in uncertain and unpredictable contexts	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues
Undertake appropriate further training of an academic, professional or practical nature	All option modules approved as part of the Media Programme	Modules are assessed in a variety of ways including: essays; short research papers; dissertation plans; closed book seen and unseen exams; workbooks; individual and group journals; and exhibition catalogues

9. Final and intermediate awards

Credits required for each level of academic award are as follows:

Honours Degree	360 credits	<p>You will require at least 120 credits at levels 4, 5 and 6</p> <p>The number of Media, Communications and Culture credits a student requires depends on whether Media, Communications and Culture is taken as a Dual, Major or Minor Honours award.</p> <p>Dual Honours: Where Media, Communication and Culture is taken as a Dual Honours Principal subject a student must obtain at least 120 credits in Media, Communication and Culture and at least 120 credits in their other Principal subject over the course of their degree. Students must take at least 30 credits in Media, Communication and Culture in year 1 (level 4) and 45 credits in years 2 and 3 (levels 5 and 6) in each of their two Principal subjects.</p> <p>Major Route: Where Media, Communication and Culture is taken as a Major subject a student must obtain at least 225 credits in Media, Communication and Culture and at least 90</p>
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		credits in their other Minor subject over the course of their degree. Students taking Media, Communication and Culture as a Major subject must obtain at least 30 credits in Media, Communication and Culture at each level of study. Minor Route: Where Media, Communication and Culture is taken as a Minor subject a student must obtain at least 90 credits in Media, Communication and Culture and at least 225 credits in their other Major subject over the course of their degree. Students taking Media, Communication and Culture as a Minor subject must obtain at least 30 credits in Media, Communication and Culture in Year 1 (level 4) and 45 credits in Year 2 (level 5).
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

Media, Communications and Culture with International Year: in addition to the above students must pass a module covering the international year in order to graduate with a named degree in Media, Communications and Culture with International Year. Students who do not complete, or fail the international year, will be transferred to the three-year Media, Communications and Culture programme.

10. How is the Programme assessed?

The wide variety of assessment methods used within Media, Communication and Culture at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used within Media, Communication and Culture:

- **Seen and unseen closed book examinations** in different formats test students' knowledge of media and cultural theories and the application of those theories to a range of cultural texts. Examinations may consist of essay-type answers or close reading of short passages.
- **Essays** also test the quality and application of subject knowledge. In addition they allow students to demonstrate their ability to carry out basic bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using appropriate systems of referencing.
- **Workbooks** test students' ability to develop ideas and reflective practices in the development of creative media work.
- **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.
- **Research design projects and short research papers** test students' knowledge of different research methodologies and the limits and provisional nature of criminological 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.

- **Portfolios** may consist of a range of different pieces of work but routinely include a requirement that students provide some evidence of critical reflection on the development of their own learning.
- **Group and individually produced artefacts** assess the students' ability to produce creative works in a range of media including moving and still image production, video and exhibitions.
- **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.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year/stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

Activity	Year 1 (Level 4)	Year 2 (Level 5)	Year 3 (Level 6)
Scheduled learning and teaching activities	19%	19%	14%
Guided independent Study	81%	81%	80%
Placements	0%	0%	6%

12. Accreditation

This programme does not have accreditation from an external body.

13. Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: <http://www.keele.ac.uk/student-agreement/>

A student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

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

Subject	A-level	Subjects not Included	International Baccalaureate	BTEC	Access to Higher Education	GCSE requirements

					Diploma	
Media, Communications and Culture (Single Honours and Dual Honours)	BBB - BBC	None	32 points	DDM	Obtain Access to Higher Education Diploma with 30 Level 3 credits at Distinction	English Language @ C (or 4)

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

Please note: All non-native English speaking students are required to undertake a diagnostic English language assessment on arrival at Keele, to determine whether English language support may help them succeed with their studies. An English language module may be compulsory for some students during their first year at Keele.

Accreditation of Prior Learning (APL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<http://www.keele.ac.uk/ga/accreditationofpriorlearning/>

15. How are students supported on the programme?

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

- Module and tutorial group leaders provide support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on in-course assessments and more general feedback on examinations.
- Every student is allocated to a personal tutor who is responsible for reviewing and advising on students' academic progress in Media, Communications and Culture.
- Personal tutors also act as a first point of contact for students on non-academic issues which may affect their learning and can refer students on to a range of specialist health, welfare and financial services coordinated by the University's Student Support and Development Service (SSDS).
- Additional help with study skills and development can be sought from Keele's Student Support and Development Services (SSDS).
- All members of teaching staff on the Media, Communications and Culture Programme are available to see students during advertised weekly office hours and at other times by appointment.
- Non-native English-speaking students are offered language classes, facilities and services by the University's English Language Unit. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

16. Learning Resources

Media, Communications 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, Media, Communications 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; and an exhibition space and workshop; and access to a professional TV studio.

More recently the Media Building, in which students do most of their production work, has been refurbished with the addition of a large screening room/cinema facility. MCC has a healthy budget for keeping hardware and software current.

The learning resources available to students on the Programme include:

- The extensive collection of materials relevant to undergraduate study of media, communications and culture and related disciplines held in the University Library. Built up over twenty years of delivering English, Sociology, Music and Visual Arts at this level, these materials include books, journals and video. 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.

17. Other learning opportunities

Study abroad (semester)

Students on the Media, Communications and Culture programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (<http://www.keele.ac.uk/studyabroad/partneruniversities/>); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students studying in Erasmus+ destinations may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided at Annex A.

Other opportunities

During their time at Keele, students have the opportunity to hear from, and talk to, a range of guest speakers and presenters including visiting academics and practitioners in a variety of media such as radio, film, TV and visual arts. Some of these activities are timetabled as part of taught modules, others are organised separately but are widely advertised and undergraduate students are always welcome to attend. Students are also given the opportunity to take part in work placement schemes. These also vary from year to year but currently include placements at BBC Radio Stoke, The Sentinel and Cross Rhythms Radio. These can be taken up flexibly or as part of the programme in a Level 6 (Year 3) work experience module.

18. Additional costs

Students registered for the elective “Work Experience in MCC” module may incur additional costs in terms of travel.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation.

We do not anticipate any further additional costs for this undergraduate programme.

19. Quality management and enhancement

The Undergraduate Media, Communications and Culture Programme Director is responsible for the overall direction of learning and teaching on the Programme supported by the Media, Communications and Culture Programme Board. The Programme Board consists of student representatives plus all members of staff teaching on the Media, Communications and Culture programme

The quality and standards of learning in Media, Communications and Culture are subject to a continuous process of monitoring, review and enhancement.

- The 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 and the Media, Communications and Culture Programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year and as part of the University’s Curriculum Annual Review and Development (CARD) process.
- The programmes are run in accordance with the University’s Quality Assurance procedures and are subject to periodic reviews under the Internal Quality Audit (IQA) process.

Student evaluation of, and feedback on, the quality of learning on every International Relations module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of the Curriculum Annual Review and Development (CARD) process.
- Findings related to the Media, Communications and Culture Programmes from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the Media, Communications and Culture Programme is considered and acted on at regular meetings of the Programmes Staff/Student Liaison Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving 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

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/ga/externalexaminers/currentexternalexaminers/>

20. The principles of programme design

The Media, Communications and Culture Programmes 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 (2008) <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>

21. Document Version History

Version history	Date	Notes
Date first created	October 2016	
Revision history	V1.1: June 2018	There are changes to the optional modules list in years 2 and 3.
Date approved		

Annex A

Media, Communications and Culture (Dual Honours)

Please note: in order to be eligible to take the International Year option your other subject must also offer this option. Please refer to the information published in the course document for your other subject.

International Year Programme

Students registered for Dual Honours Media, Communications and Culture may either be admitted for or apply to transfer during their period of study at Level 5 to the Dual Honours programme in both their principal subjects, providing that they meet the progression criteria outlined in this document. Students accepted onto the International Year programme will have an extra year of study at an international partner institution after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the Dual Honours programme without the International Year and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this programme specification. The additional detail contained in this annex will pertain solely to students registered for 'Media, Communications and Culture with International Year'.

International Year Programme Aims

In addition to the programme aims specified in the main body of the programme specification, the international year programme of study aims to provide students with:

1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject
2. Experience of a different culture, academically, professionally and socially

Entry Requirements for the International Year

Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.

The criteria to be applied are:

- Academic Performance (an average of 60% across all modules at Level 5 is normally required)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's personal tutor, 1st and 2nd year tutors and programme director)

Student Support

Students will be supported whilst on the International Year via the following methods:

- Phone or Skype conversations with Study Abroad tutors, in line with recommended Personal Tutoring meeting points.
- Support from the University's Global Education Team

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

- a. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
- b. Discuss the benefits and challenges of global citizenship and internationalisation
- c. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.

In addition, students who complete 'Media, Communications and Culture with International Year' will be able to:

- i) Design, plan and critically evaluate critical projects within the field of Media, Communications and Culture, record relevant information accurately and systematically and be able to reflect upon a range of sources in a critical manner.
- ii) Integrate, apply and develop principles relating to media production in history, or creative practice in the present, to describe and explain cultural phenomena and reflect critically on problems relating to contemporary society and culture.

Please note that students on Dual Honours programmes with International Year must meet the subject-specific learning outcomes for BOTH their principal subjects.

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

Course Regulations

Students registered for the 'Media, Communications and Culture with International Year' are subject to the course specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline areas.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any Media, Communications and Culture module with significant overlap to Level 6 modules to be studied on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students studying in Erasmus+ destinations may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.