

## Programme Specification: Undergraduate

### For students starting in Academic Year 2020/21

#### 1. Course Summary

<b>Names of programme and award title(s)</b>	BA (Hons) Media, Communications and Creative Practice BA (Hons) Media, Communications and Creative Practice with International Year (see Annex for details)
<b>Award type</b>	Single Honours
<b>Mode of study</b>	Full-time
<b>Framework of Higher Education Qualification (FHEQ) level of final award</b>	Level 6
<b>Normal length of the programme</b>	3 years; 4 years with the International Year between years 2 and 3
<b>Maximum period of registration</b>	The normal length as specified above plus 3 years
<b>Location of study</b>	Keele Campus
<b>Accreditation (if applicable)</b>	Not applicable
<b>Regulator</b>	Office for Students (OfS)
<b>Tuition Fees</b>	<p><b>UK/EU students:</b></p> <p>Fee for 2020/21 is £9,250*</p> <p><b>International students:</b></p> <p>Fee for 2020/21 is £14,750**</p> <p>The fee for the international year abroad is calculated at 15% of the standard year fee</p>

**How this information might change:** Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

\* 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/>

#### 2. What is a Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

#### 3. Overview of the Programme

Media, Communications and Creative Practice 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 Creative Practice explores the relationship between these three areas and shows how knowledge of each of these fields informs and influences the others.

## Media, Communications and Creative Practice at Keele

The Media, Communications and Creative Practice 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 Creative Practice 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 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.
- 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 Creative Practice.

## 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 Creative Practice 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
- **Seminars** in groups of up to 15-20 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 Creative Practice 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 Creative Practice texts and issues
- Seminars 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 Creative Practice 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.

More information about staff teaching on Media, Communications and Creative Practice is available at:

<https://www.keele.ac.uk/mcc/people/>

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 programme to programme, 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 three types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules;
- Elective modules - a free choice of modules that count towards the overall credit requirement but not the number of subject-related credits.

A summary of the credit requirements per year is as follows, with a minimum of 90 subject credits (compulsory plus optional) required for each year.

For further information on the content of modules currently offered, including the list of elective modules, please visit:

<https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

Year	Compulsory	Optional		Electives	
		Min	Max	Min	Max
Level 4	60	30	60	0	30
Level 5	60	30	60	0	30
Level 6	0	90	120	0	30

Students must take four compulsory modules and two optional modules at level 4 (year 1) plus two other modules (a minimum of 90 credits in Media, Communications and Creative Practice). At level 5 (year 2) they take four compulsory modules plus two options and two further modules (minimum 90 credits in M CCP). In year 3 (level 6) students must take at least 90 credits in Media, Communications and Creative Practice during the year, but they can choose from a range of taught modules and two independent study modules (double module studied in both semesters worth a total of 30 credits, not compulsory). As an alternative to the dissertation students 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. Students cannot do both ISPs (the dissertation and Sustained Media Project).

### Module Lists

#### Level 4

Compulsory modules	Module Code	Credits	Period
Digital Video	MDS-10009	15	Semester 1
Media, Culture, and Power	MDS-10023	15	Semester 1
The Photographic Message	MDS-10011	15	Semester 2
Mediated World	SOC-10025	15	Semester 2

Optional modules	Module Code	Credits	Period
Reading Film	FIL-10001	15	Semester 1
Introduction to European Cinema	FIL-10004	15	Semester 1
Social inequalities in the contemporary world	SOC-10009	15	Semester 1
Approaching Film: History and Theory	FIL-10008	30	Semester 1-2
Introduction to Television Studies	FIL-10006	15	Semester 2
History, Media, Memory: The Presentation of the Past in Contemporary Culture	HIS-10026	15	Semester 2
Popular Music and Jazz	MUS-10104	15	Semester 2

### **Level 5**

Compulsory modules	Module Code	Credits	Period
Creating Awareness Campaigns	MDS-20023	15	Semester 1
Social Media and Society	MDS-20036	15	Semester 1
Researching Media, Communications and Culture	MDS-20031	15	Semester 2
Documentary: Theory and Practice	MDS-20032	15	Semester 2

Optional modules	Module Code	Credits	Period
Gender and the Cinematic Gaze	FIL-20001	15	Semester 1
French Cinema	FIL-20003	15	Semester 1
Making the News	MDS-20020	15	Semester 1
Social Movements	SOC-20056	15	Semester 1
Work Placement for Humanities Students	ENG-20055	15	Semester 1-2
Hollywood and Beyond: Global Popular Cinemas	FIL-20015	30	Semester 1-2
Science Fiction Cinema: Utopias and Dystopias	FIL-20005	15	Semester 2
Adaptation	FIL-20011	15	Semester 2
Thinking Photography	MDS-20018	15	Semester 2
Teenage Dreams: Youth Subcultures in Fiction, Film and Theory	MDS-20024	15	Semester 2
Unheard Melodies? Music in the Narrative Film	MUS-20047	15	Semester 2

### **Level 6**

Optional modules	Module Code	Credits	Period
Postmodernism: Fiction, Film and Theory	ENG-30053	15	Semester 1
Modernist Manifestos and Magazines	ENG-30078	15	Semester 1
World Cinemas in the 21st Century	FIL-30009	15	Semester 1
The Road Movie: Cinema as Movement and Journey	FIL-30011	15	Semester 1
Approaches to Screenwriting	FIL-30013	15	Semester 1
Creative Magazine Production	MDS-30012	15	Semester 1
Music, Conflict and Social Change	MUS-30049	15	Semester 1
Celebrity	SOC-30033	15	Semester 1
Dissertation in Media, Communications and Culture - ISP	MDS-30011	30	Semester 1-2
Sustained Media Practice - ISP	MDS-30013	30	Semester 1-2
Work Experience in Media, Communications and Culture	MDS-30018	15	Semester 1-2
English for Media Professionals	ENL-30004	15	Semester 2
Parody in British Film and Television	FIL-30005	15	Semester 2
Crime in Neoconservative America	FIL-30008	15	Semester 2
Visual Pleasures: From Carnival to Disney	MDS-30017	15	Semester 2

In addition to the programme options 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 (electives). These include:

- Modules in other subjects closely related to Media, Communications and Creative Practice 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.

## Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

### Level 4

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>		

<p>Think, talk, and write about Media, Communications and Creative Practice and the ways in which cultural and media organisations intersect with general political and economic processes.</p>	<p>Mediated World Media, Culture and Power Social Media and Society</p>	<p>Essay, Exam Short Paper, Essay</p>
<p>Understand, evaluate and apply a range of theories about culture and media production.</p>	<p>The Photographic Message Creating Awareness Campaigns Digital Video Documentary: Theory and Practice</p>	<p>Project, workbook Visual Project and evaluation Project, workbook Media Project and Essay</p>
<p>Acquire and appreciate the creative skills and practices involved in media and cultural production</p>	<p>The Photographic Message Creating Awareness Campaigns Digital Video Documentary: Theory and Practice</p>	<p>Media Project Visual Project and evaluation Project, workbook Media Project and Essay</p>
<p>Acquire a critical understanding of the nature and development of a variety of formal and informal responses to Media, Communications and 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.</p>	<p>The Photographic Message Mediated World Media, Culture and Power Documentary: Theory and Practice Social Media and Society Researching Media, Communications and Culture</p>	<p>Media Project Media Project Essay, Exam Short Paper, Essay Media Project and Essay Literature Review and Poster Proposal and Presentation</p>
<p>Appreciate the ways in which questions of cultural value are experienced and understood.</p>	<p>The Photographic Message Mediated World Media, Culture and Power Social Media and Society</p>	<p>Media Project and Workbook Essay and Exam Short Paper, Essay Literature Review and Poster</p>
<p>Become familiar with critical approaches and methodologies practised in media and cultural studies.</p>	<p>Researching Media, Communications and Culture</p>	<p>Proposal and Presentation</p>

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, Communications and Creative Practice.	The Photographic Message Mediated World Media, Culture and Power Digital Video Researching Media, Communications and Culture Creating Awareness Campaigns Documentary: Theory and Practice Social Media and Society	Media Project and Workbook Essay and Exam Short Paper, Essay Project, workbook Proposal and Presentation Visual Project and evaluation Media Project and Essay Literature Review and Poster

#### Year 1 (Level 4)

First year modules provide students with a thorough grounding in the study skills needed for Media, Communications and Creative Practice. 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.

<b>Core Study Skills (basic skills pertinent to the successful transition to University-level study in Year 1)</b>		
<b>Learning Outcome</b> <i>Successful students will be able to:</i>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
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

<b>Subject Knowledge and Understanding</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Show an understanding of the roles of communication systems, modes of representations and systems of meaning in the ordering of societies	Media, Culture, and Power - MDS-10023 The Photographic Message - MDS-10011 Digital Video - MDS-10009
Be familiar with particular media forms and genres and the way these work to affect meaning	Digital Video - MDS-10009 Media, Culture, and Power - MDS-10023 The Photographic Message - MDS-10011
Demonstrate an awareness of the role of technology in media production	The Photographic Message - MDS-10011 Digital Video - MDS-10009
Use technology in the creation of media forms	Digital Video - MDS-10009 The Photographic Message - MDS-10011
Show an understanding of and reflection upon his/her own creative processes and practice through engagement in media production	The Photographic Message - MDS-10011 Digital Video - MDS-10009
Present his/her awareness of the ways in which identities are constructed and contested through engagement with culture	Media, Culture, and Power - MDS-10023 The Photographic Message - MDS-10011
Be aware of the economic and political forces that influence and affect the creative industries, society and material culture	Mediated World - SOC-10025 Media, Culture, and Power - MDS-10023

<b>Subject Specific Skills</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
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	Media, Culture, and Power - MDS-10023 The Photographic Message - MDS-10011 Digital Video - MDS-10009
Be able to evaluate and apply theoretical, methodological and practical approaches to the study of the media and culture, and their communication	Digital Video - MDS-10009 Media, Culture, and Power - MDS-10023 The Photographic Message - MDS-10011
Consider and evaluate their own work in a reflexive manner, with reference to relevant historical or contemporary debates and conventions	Media, Culture, and Power - MDS-10023 The Photographic Message - MDS-10011 Digital Video - MDS-10009
Produce work showing competence in operational aspects of media production technologies, systems, techniques and professional practices	The Photographic Message - MDS-10011 Digital Video - MDS-10009
Initiate, develop and realise creative work within various media forms	The Photographic Message - MDS-10011 Digital Video - MDS-10009

<b>Key or Transferable Skills (graduate attributes)</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Analyse closely, interpret, and show the exercise of critical judgement in the understanding of media and cultural forms	Digital Video - MDS-10009 The Photographic Message - MDS-10011 Media, Culture, and Power - MDS-10023
Engage critically with major debates, paradigms and conventions within the fields of Media, Communications and Creative Practice and put them to productive use	The Photographic Message - MDS-10011 Media, Culture, and Power - MDS-10023 Digital Video - MDS-10009
Be able to work co-operatively with others on common tasks	Digital Video - MDS-10009
Develop a capacity for the organisational skills involved in working independently	The Photographic Message - MDS-10011 Digital Video - MDS-10009 Media, Culture, and Power - MDS-10023
Manage time and resources effectively, by drawing on planning and organisational skills	The Photographic Message - MDS-10011 Media, Culture, and Power - MDS-10023 Digital Video - MDS-10009
Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written and/ or oral form	Digital Video - MDS-10009 The Photographic Message - MDS-10011 Media, Culture, and Power - MDS-10023
Become effective and informed participants in our mediated world	Digital Video - MDS-10009 The Photographic Message - MDS-10011 Media, Culture, and Power - MDS-10023

### **Level 5**

In the second year students build on the foundations laid in the first year. Compulsory 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.

Optional 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.

<b>Subject Knowledge and Understanding</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Understand and critically evaluate the way in which visual communication operates	Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Analyse and solve communication problems	Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Engage in critical reflection in their response to demands for communication solutions	Creating Awareness Campaigns - MDS-20023 Documentary: Theory and Practice - MDS-20032
Understand and critically evaluate key research methods in the field of media, communication and cultural studies	Researching Media, Communications and Culture - MDS-20031
Understand the history and evolution of forms and practices of documentary in relation to their social, cultural, economic, political and technological contexts	Documentary: Theory and Practice - MDS-20032
Construct detailed arguments outlining and debating the possibilities for authorship	Documentary: Theory and Practice - MDS-20032
Demonstrate an understanding of, and evaluate, contemporary debates about the role of digital media in society	Social Media and Society - MDS-20036
Apply core, longstanding media and cultural theories to contemporary examples of social media use and evaluate the ongoing relevance of these theories	Social Media and Society - MDS-20036
Demonstrate an understanding of, evaluate and apply, contemporary media and cultural studies research, which has focused on digital media technologies	Social Media and Society - MDS-20036

<b>Subject Specific Skills</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Solve communications problems by making documents/products	Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Understand and evaluate the concept of a media production group	Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Understand and evaluate the concepts of design, branding and campaign styles	Creating Awareness Campaigns - MDS-20023
Use to high level media techniques for digital based media and production software such as Adobe Photoshop, Final Cut Pro and Quark Xpress	Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Demonstrate familiarity with particular media forms and genres and the way these work to affect meaning	Creating Awareness Campaigns - MDS-20023 Documentary: Theory and Practice - MDS-20032
Show an understanding of and reflection upon his/her own creative processes and practice through engagement in media production	Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Think critically about ideas, processes, and institutions involved in the production of culture	Documentary: Theory and Practice - MDS-20032 Social Media and Society - MDS-20036
Formulate theoretically informed questions about the cultural world	Researching Media, Communications and Culture - MDS-20031
Apply various research techniques to the study of different media and cultural practices, genres and products	Researching Media, Communications and Culture - MDS-20031
Develop critical thinking and reflexive understanding of various methodologies and their practical application	Creating Awareness Campaigns - MDS-20023 Documentary: Theory and Practice - MDS-20032

<b>Key or Transferable Skills (graduate attributes)</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Reflect critically on their own learning, practices and solutions to problems	Creating Awareness Campaigns - MDS-20023 Researching Media, Communications and Culture - MDS-20031 Documentary: Theory and Practice - MDS-20032 Social Media and Society - MDS-20036
Demonstrate the ability to construct strategies for locating information	Documentary: Theory and Practice - MDS-20032 Researching Media, Communications and Culture - MDS-20031 Social Media and Society - MDS-20036 Creating Awareness Campaigns - MDS-20023
Use a range of techniques in digital lens based media	Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Operate to a high level computer software related to the production of media images	Creating Awareness Campaigns - MDS-20023 Documentary: Theory and Practice - MDS-20032
Employ skills for oral and visual communication	Creating Awareness Campaigns - MDS-20023 Researching Media, Communications and Culture - MDS-20031 Documentary: Theory and Practice - MDS-20032
Demonstrate problem solving skills	Creating Awareness Campaigns - MDS-20023 Documentary: Theory and Practice - MDS-20032 Researching Media, Communications and Culture - MDS-20031
Demonstrate organisational and time management abilities	Creating Awareness Campaigns - MDS-20023 Documentary: Theory and Practice - MDS-20032 Researching Media, Communications and Culture - MDS-20031
Demonstrate team working abilities	Creating Awareness Campaigns - MDS-20023 Documentary: Theory and Practice - MDS-20032
Communicate ideas and arguments effectively in written format	Documentary: Theory and Practice - MDS-20032 Researching Media, Communications and Culture - MDS-20031 Social Media and Society - MDS-20036 Creating Awareness Campaigns - MDS-20023
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, Communications and Culture - MDS-20031 Social Media and Society - MDS-20036
Cite sources appropriately	Social Media and Society - MDS-20036 Researching Media, Communications and Culture - MDS-20031 Documentary: Theory and Practice - MDS-20032 Creating Awareness Campaigns - MDS-20023
Demonstrate the ability to compare and evaluate information obtained from different sources	Social Media and Society - MDS-20036
Devise and develop a research project proposal	Researching Media, Communications and Culture - MDS-20031

## **Level 6**

In the third year students deepen their knowledge of selected Media, Communications and Creative Practice topics by choosing to study four 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.

<b>Subject Knowledge and Understanding</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Recognise, interpret and evaluate theories, concepts and research in defined areas at the forefront of Media, Communications and Creative Practice	All option modules approved as part of the Media, Communications and Creative Practice Programme
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, Communications and Creative Practice Programme

<b>Subject Specific Skills</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Describe and make critical judgements about developments in current areas of research in Media, Communications and Creative Practice	All option modules approved as part of the Media, Communications and Creative Practice Programme
Identify possible directions in which further empirical research and theoretical development might take place in areas of Media, Communications and Creative Practice at the forefront of the discipline	All option modules approved as part of the Media, Communications and Creative Practice Programme
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, Communications and Creative Practice Programme
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, Communications and Creative Practice Programme

<b>Key or Transferable Skills (graduate attributes)</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Work productively in a largely unstructured context exercising initiative and personal responsibility	All option modules approved as part of the Media, Communications and Creative Practice Programme
Make decisions and plan activity in uncertain and unpredictable contexts	All option modules approved as part of the Media, Communications and Creative Practice Programme
Undertake appropriate further training of an academic, professional or practical nature	All option modules approved as part of the Media, Communications and Creative Practice Programme

## 9. Final and intermediate awards

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

<b>Honours Degree</b>	360 credits	<p>You will require at least 120 credits at levels 4, 5 and 6</p> <p>You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study*, to graduate with a named single honours degree in this subject.</p> <p>*An exemption applies for students transferring from a Combined Honours programme - see point 3.4 here: <a href="https://www.keele.ac.uk/regulations/regulationc3/">https://www.keele.ac.uk/regulations/regulationc3/</a></p>
<b>Diploma in Higher Education</b>	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
<b>Certificate in Higher Education</b>	120 credits	You will require at least 120 credits at level 4 or higher

**International Year option:** in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

## 10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme 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 on your programme:

- **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 student's 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

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	17%	83%	0%
Year 2 (Level 5)	20%	80%	0%
Year 3 (Level 6)	16%	78%	6%

## 12. Accreditation

This programme does not have accreditation from an external body.

## 13. University 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?

See the relevant course page on the website for the admission requirements relevant to this programme:

<https://www.keele.ac.uk/study/>

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.

Recognition of Prior Learning (RPL) 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/qa/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 Creative Practice
- 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 co-ordinated by the University's Student Services
- Additional help with study skills and development can be sought from Keele's Student Services
- All members of teaching staff on the Media, Communications and Creative Practice Programme are available to see students during advertised weekly office hours and at other times by appointment
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. 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 Creative Practice 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 Creative Practice 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. Media, Communications and Creative Practice 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 Creative Practice 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 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 in the Annex for the International Year.

### Enhanced Degree: With Language Competency/With Advanced Language Competency

Media, Communications and Creative Practice students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency such as, "BA (Hons) Media, Communications and Creative Practice with competency in Japanese". Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language, will be awarded an enhanced degree title with the designation 'with advanced competency in [Language]'.

### 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 work experience module.

## 18. Additional Costs

Students registered for the elective "Work Experience in M CCP" 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 costs for this undergraduate programme.

## 19. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the 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.
- 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 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 annual programme review.
- Findings related to the programme 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 programme is considered and acted on at regular meetings of the Student Staff Voice 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/qa/externalexaminers/currentexternalexaminers/>

## 20. The principles of programme design

The programme described in this document has 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/quality-code>
- b. QAA Subject Benchmark Statements: Communication, media, film and cultural studies (2016)  
[http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf?sfvrsn=4fe1f781\\_10](http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-communication-media-film-and-cultural-studies-16.pdf?sfvrsn=4fe1f781_10)
- c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

## 21. Annex - International Year

### Media, Communications and Creative Practice with International Year

International Year Programme
<p>Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele.</p> <p>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 standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.</p> <p>Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.</p>
International Year Programme Aims

In addition to the programme aims specified in the main body of this document, 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 in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 54% across all Level 5 modules with no module fails. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- 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)

Students may not register for both an International Year and a Placement Year.

### **Student Support**

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

- Phone or Skype conversations with Study Abroad tutor, 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:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Design, plan and critically evaluate critical projects within the field of Media Communications and Creative Practice, record relevant information accurately and systematically and be able to reflect upon a range of sources in a critical manner.
5. 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.

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.

### **Regulations**

Students registered for the International Year are subject to the programme-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 area.

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 module with significant overlap to the Level 6 modules they will study 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](http://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.

## Version History

### This document

**Date Approved:** 13 December 2019

### Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2019/20	ELIZABETH POOLE	13 December 2019	