

Undergraduate Programme Specification

Programme Name

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

GENERAL INFORMATION			
Programme Title	Media and Communication		
Final Award	BA (Hons) Media and Communication		
Awarding Body	Glasgow Caledonian University		
School	Glasgow School for Business and Society		
Department	Media and Journalism		
Mode of Study	Full-time		
Location of Delivery	Glasgow Campus		
UCAS Code	PP93		
Accreditations (PSRB)			
Period of Approval	From:	September 2023	To: August 2028

EDUCATIONAL AIMS OF PROGRAMME
<i>Provide a brief introduction, which describes the overview and overall aims of the programme.</i> Students will be able to identify enterprising and responsible leadership behaviours and apply this knowledge to a programme specific business/societal issue or challenge in an ethical and entrepreneurial way. The programme aims to offer foundational skills and knowledge in the subject of media and communication complimented alongside the optionality to specialise in a specific area of the media mix, e.g. public relations or journalism, or to adopt a portfolio approach and study a range of complementary modules essential for modern communication, media and creative industries sectors, e.g. languages, digital media literacy, etc. The aim of the honours pathway is to provide a substantive, honours degree level education in Media and Communication within the context of an appropriate exposure to wider subjects and to undertake a substantial research project and substantial practical project which together can be used as a portfolio to show potential employers. The programme adheres to the latest QAA Benchmarks for all Communication, Media, Film and Cultural Studies (2019) where all graduates within these fields should display: - coherent knowledge of the communication, media, film and cultural forms and processes chosen for study within their degree programme - understanding of a range of concepts, theories and approaches appropriate to the study of those objects and processes, and the capacity to apply these - skills in critical analysis, research, production and communication appropriate to the learning tasks set by their programme, as well as an array of generic and creative skills.

The broad nature of programmes and their respective compositions is acknowledged by the QAA under this subject benchmark.

The aim of this Media and Communication programme is to provide students with a critical understanding of the media industries, incorporating a balance of theoretical and practical studies, whilst gaining a comprehension of the business contexts, as well as the specialist and transferable skills needed to perform as professionals within and outwith the industry. The programme gives students the opportunity to critically analyse the ways in which the media industries shape contemporary culture and society and to learn and develop the creative and practical skills necessary to succeed in the multi-faceted and converged media environment. The programme also examines the on-going changes that continue to affect the media and communications environment. This includes examining areas such as: technological, political, social, environmental and other forces, which are located within the historical evolution of communication and media studies, and combined with social science perspectives, humanities and critical and cultural theories. Therefore, for its educational aims, this programme adopts many of the indicative learning outcomes of the QAA Benchmark for Programmes in Communication, Media, Film and Cultural Studies (2019):

- i. knowledge of the central role that communications, media, film and cultural agencies play at local, national, international and global levels of economic, political and social organisation, and the ability to explore and articulate the implications of this
- ii. awareness of the history and context of their particular objects of study
- iii. knowledge of appropriate research practices, procedures and traditions, and some awareness of their strengths and limitations
- iv. awareness of the diversity of approaches to understanding communication, media, film and culture in both historical and contemporary contexts, and of the uses and implications of these approaches
- v. knowledge of a range of texts, genres, aesthetic forms and cultural practices, and the ability to produce close and informed analysis of these
- vi. engagement with forms of critical analysis, argument and debate, expressed through an appropriate command of oral, written and other forms of communication
- vii. understanding of production processes and professional practices within media, cultural and communicative industries
- viii. critically informed competencies in the management and operation of production technologies, procedures and processes
- ix. the ability to engage with and to advance creative processes in one or more forms of media or cultural production
- x. knowledge of a range of communicative situations and cultural practices, along with the ability to produce detailed analyses of these, and to make comparisons and connections
- xi. the ability to consider critical, ethical, and analytical views other than their own, and exercise a degree of independent and informed critical judgement in analysis
- xii. the ability to work across a variety of group and independent modes of study, and within these to demonstrate flexibility, creativity and the capacity for critical self-reflection
- xiii. the ability to use their knowledge and understanding of communication, cultural and media processes as a basis for the examination of policy and ethical issues, and intervention whether in the public domain or in other aspects of democratic participation and citizenship.

LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

A: Knowledge and understanding;

A1 the roles of communication systems, modes of representations and systems of meaning in the ordering of societies.

A2 the economic forces that influence and frame the media, film, cultural and creative industries, and the role of such industries in contemporary political and cultural life.

A3 the roles that media, film and cultural institutions play in different societies.

A4 particular media forms and genres, and the way in which they organise understandings, meanings and affects *and* the role of changing technology in media production, content manipulation, distribution, access and participation.

A5 the dynamics of public and everyday discourses in the shaping of culture and society

A6 the role of public and private regulation of the practices and products of media and film.

A7 Responsible leadership behaviours, policies and practices to address business/societal challenges in an enterprising, ethical and entrepreneurial manner.

B: Practice: Applied knowledge, skills and understanding;

B1 the processes linking pre-production, production, distribution, circulation, reception and use.

B2 key production processes and professional practices relevant to media, film, cultural and communicative industries, and ways of conceptualising creativity and authorship

B3 professional and occupational codes and practices in cultural production, distribution and reception and the legal, ethical and other regulatory frameworks, including the intellectual property framework, that are relevant to media and cultural production, manipulation, distribution, circulation, and reception.

B4 how work is organised in the 'creative industries' whether individually or collaboratively

B5 how media products and platforms might be understood within broader concepts of culture

B6 the ways in which data are stored, organised and used and the social and political implications thereof.

C: Generic cognitive skills;

C1 engage critically with major thinkers and debates within the field, putting them to productive use

C2 understand forms of communication, media, film and culture as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change

C3 comprehend how different social groups variably make use of, and engage with, forms of communication, media, film and culture

C4 make critical judgements in the understanding and evaluation of these forms

C5 consider and evaluate their own work in a reflexive manner, with reference to academic codes of practice and/or professional conventions, issues and debates

C6 appreciate and apply ethical consideration and judgement to analysis of production, distribution and consumption in communication, media, film and culture.

D: Communication, numeracy and ICT skills

D1 locate, retrieve, evaluate and draw upon the range of data, sources and the conceptual frameworks appropriate to research in the chosen area

D2 draw on the strengths and understand the limits of the major quantitative and/or qualitative research methods, and be able to apply this knowledge critically in their own work

D3 draw on and evaluate and apply research enabled by established and emergent technologies

D4 produce work that uses the effective manipulation of one or more of sound, image, and the written word, including understanding relevant industry standards and how they are defined and achieved

D5 employ production skills and practices to challenge or advance existing forms and conventions and to innovate

D6 be adaptable, creative and reflexive in producing output for a variety of audiences and in a variety of multi-platform media

E: Autonomy, accountability and working with others

E1 critically appraise public debate relevant to communications, media, film and culture

E2 analyse how media and cultural policies are devised and implemented, both nationally and internationally, and the ways in which citizens and diverse communities, as well as organisations do, or can, play a part in shaping them

E3 analyse the role which community and participatory media forms do or can play in contributing to cultural debates and the contesting of power

E4 understand the range of attitudes and values arising from the complexity and diversity of contemporary communications, media, film, culture and society.

E5 Regularly undertake both individual and group work at all levels of the programme with appropriate self and peer evaluation measures respectively

E6 Regularly undertake work and assessment which is informed by, assessed by or set and commissioned by industry bodies, e.g. SMEs, Third Sector, BBC etc.

LEARNING AND TEACHING METHODS

The programme team includes the Department's Blended Learning Lead, as well as Senior lecturers who regularly deliver Staff Development Sessions on a multitude of digital applications, platforms and methods, from Rubrics and Innovative Assessment to Prezi and Socrates. The media and journalism staff have been forward thinking in terms of blended learning; being among the first to use Turnitin in the University. Staff regularly deploy Wikis, blog assignments, Twitter, Padlet, audio feedback.

It is our desire to also enhance the digital capabilities of the students on the programme by being able to deliver in another cycle what has already been delivered for the first time in this one: two study subjects in the areas of Broadcast and Digital Production. These make sure the students are competent videographers by the end of their second year, and this is a vital digital skill for the media and communication industries (and increasingly in other industries), making it a beneficial graduate skill overall. We will continue to allow the students to evolve those skillsets with the pitching to industry element in Unscripted Content Creation and then again in other modules like Creative Advertising and PR: Campaigns and Proposals where students are encouraged to use all of their digital production skills, most recently with using 360 cameras for Public Relations campaigns on social media. In particular, we will seek to develop the synergy of creativity and digital skills in the Creativity for Media module.

Strong Research Active- and Industry-Active/Experienced Team

As noted above we have many active members involved in international research and these research areas are also underpinned with the University's research themes which help with the design of the modules and the programme itself when it comes to our learning and teaching strategies. Links with research are multiple and wide-ranging. Our programme is delivered by staff with excellent research outputs, having submitted to a higher percentage of quality journals in the REF 2021. Dr Andrew McWhirter, Dr Catriona Miller, Professor John Cook, Dr Helena Bassil-Morozow, Dr Douglas Chalmers, Dr Kate Ngai and Professor Simon McKerrell all publish regularly and use their research to shape their teaching in either core or option modules on the programme. Publishers and journals of note include Taylor & Francis, I.B. Tauris, The Journal of British Cinema and Television, The Radio Journal; International Studies in Broadcast and Audio Media; and the Catalan Journal of Communication and Cultural Studies, Screen, Journalism Practice, International Journal of Jungian Studies and more.

In much the same way these researchers use their work in the learning and teaching strategies on their modules many of the staff are also experienced in industry and some still operate as working video producers, journalists and in public relations. This is a twofold approach which keeps our content robust and our learning and teaching approaches up-to-date and 'real world' and therefore of most use to our students. Those students also benefit from many industry opportunities, such as work experience with BBC or STV, local radio and production houses or with SMEs or Third Sector. The programme is also heavily involved with student media such as Radio Caley and The Edit. Staff on the programme also regularly attend relevant CPD such as Mobile Journalism training at the BBC, or Grit Professional Development and Leadership training and also periodic industry and government events such as The Media Production Show, or Scottish Parliament panels and sessions.

ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at: [GCU Assessment Regulations](#)

Across the programme the assessment methods include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: www.gcu.ac.uk/study

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %	Practical %
SHE1 Level							
M1P330535	TV Production	Core	7	20	100		
M1P330532	Media Industries	Core	7	20	100		
M1P330533	Radio Broadcast Production	Core	7	20	100		
M1P330531	Intro to Media Analysis	Core	7	20	100		
M1L130357	Understanding Data Analysis	Core	7	20	60	40	
M1P330480	Comedy in Media	Option	7	20	100		
M1P530536	Newswriting and Journalism	Option	7	20			
M1N630481	Fundamentals of Managing People	Option	7	20			
M1L324409	Social Sciences: An Interdisciplinary Introduction	Option	7	20			
	Exit Award – Certificate of Higher Education			120			
SHE2 Level							
M2P330539	Policy and Regulation for Media and Journalism	Core	8	20			
M2P330540	Creativity for Media	Core	8	20			
M2P530541	Digital Production	Core	8	20			
M2N330611	Fundamentals of Financial Management	Core	8	20			
M2P330537	Media, Identity and Society	Core	8	20			
M2P530488	Feature Writing and Magazine Journalism	Option	8	20			
M2P530560	Reporting and Newspaper Journalism	Option	8	20			
M2P330538	Music, Media and Song	Option	8	20			
M2L130411	Contemporary Economic Issues	Option	8	20			

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

	Exit Award – Diploma of Higher Education			240			
SHE3 Level							
M3P330544	Media Audiences Effects and Representation	Core	9	20			
M3P330549	PR Campaigns and Proposals	Core	9	20			
M3P331004	Media Ethics	Core	9	20			
M3N330363 (DA MC)	Data Analytics for Storytelling OR Data Analytics from Finance Accountancy and Risk (or Data Analytics?)	Core	9	20			
M3P330547	Dramatic Writing	Option	9	20			
M3P330542	Disney, Marvel and DC: Fantasy, Reality and Representation	Option	9	20			
M3P330545	Unscripted Content Creation	Option	9	20			
M3P330543	Media and the Environment	Option	9	20			
M3P330550	Television Drama	Option	9	20			
M3M130546	Communications Law and Regulation	Option	9	20			
M3N630605	Talent Management in Global Contexts	Option	9	20			
	Placement Option	Option	9	20			
	Exit Award – BSc or BA			360			
SHE4 Level							
MHP330699	Media Project	Core	10	40			
MHN225481	Dissertation	Core	10	40			
MHP530552	Industry Engagement	Core	10	20			
MHP330555	Fan Cultures	Option	10	20			
MHP530551	Global Journalism	Option	10	20			
MHP330553	Online Media Content Strategies	Option	10	20			
MHP330558	Scotland, The Media and National Identity	Option	10	20			
MHP530564	Specialist Reporting	Option	10	20			
MHP330554	Sport and the Media	Option	10	20			
MHP330497	Digital Media and Society	Option	10	20			
MHP330556	Film Theory Goes to the Movies	Option	10	20			

	Food for Thought	Option	10	20			
	Exit Award – BSc (Hons) or BA (Hons)			480			

ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:

www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

In addition to the GCU Assessment Regulations noted above, this programme is subject to Programme Specific Regulations in line with the following approved Exceptions:

Case No:

Details:

VERSION CONTROL (to be completed in line with AQPP processes) Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.			
<i>Version Number</i>	<i>Changes/Updates</i>	<i>Date Changes/Updates made</i>	<i>Date Effective From</i>
1.0			