

Programme Specification

I. Programme Details

Programme title	Critical Media & Cultural Studies			
Final award (<i>exit awards will be made as outlined in the Taught Degree Regulations</i>)	BA	<input type="checkbox"/>	MA	<input checked="" type="checkbox"/>
	BSc	<input type="checkbox"/>	MSc	<input type="checkbox"/>
	Other ...	<input type="checkbox"/>		
Mode of delivery	Distance-learning	<input type="checkbox"/>		
	On-campus		<input checked="" type="checkbox"/>	
Professional body accreditation (<i>if applicable</i>)	n/a			
Academic year this specification was created	2016/17			
Dates of any subsequent amendments				

II. Programme Aims: What will the programme allow you to achieve?

<ol style="list-style-type: none"> 1. An advanced knowledge and understanding of the theoretical approaches in Media and Cultural Studies 2. The ability creatively to analyze a broad range of media products and cultural materials anywhere in the world 3. An appreciation of the Eurocentrism prevalent not only in the social and human sciences generally, but also in mainstream Media and Cultural Studies 4. The ability to bring original approaches to the critical understanding of the media and culture industries

III. Programme Learning Outcomes: What will you learn on the programme?

There are four key areas in which you will develop:

Learning Outcomes: Knowledge	
<ol style="list-style-type: none"> 1. The core course provides advanced knowledge of the main theoretical approaches in Media and Cultural Studies and their applicability globally, including notably the non-Western world. 2. The core course provides detailed knowledge of how academic arguments are constructed, how to analyze their presuppositions and how to approach non-Western media and cultural products without lapsing into Eurocentric assumptions. 3. The General Theory course provides detailed knowledge of how Media and Cultural Studies relates theoretically to the other disciplines in the social and human sciences and in what ways Media and Cultural Studies differs from and contributes to broader theory. 4. The Methods course offers a range of quantitative and qualitative approaches to research in media and cultural studies, including questionnaires, interviews, content and discourse analysis, different methods of interpreting materials and ethnographic approaches to media and cultural practices. 	
Typical Teaching Methods	Typical Assessment Methods
<ul style="list-style-type: none"> • Acquisition of 1-3 through lectures, seminars and classes. Students are required to attend all classes, study extensively on their own and prepare non-assessed work regularly. 	<ul style="list-style-type: none"> • Assessment is by long essays, project work and a dissertation. The core course and for all courses taught in the Centre are assessed exclusively by essays and projects, in which latter a

<ul style="list-style-type: none"> Acquisition of 4 through the Methods course, which comprises lectures and class discussion. 	multimedia aspect is encouraged but not obligatory.
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Learning Outcomes: Intellectual (thinking) skills	
<ol style="list-style-type: none"> Students should learn to analyze complex theoretical works as well as media and cultural products and to examine their presuppositions. Students should learn how to research some aspect of non-Western media or cultural production, including notably how to handle bi-discursivity, in other words how to ask questions and present understanding of a completely different discourse without reducing it to conventional Euro-American academic categories. Students should learn advanced reading techniques to appreciate how arguments are composed, their strengths and weaknesses, and how to present their findings. Students should learn to read and evaluate one another's work for its strengths and weaknesses, and learn how to argue and present their evaluations in public. 	
Typical Teaching Methods	Typical Assessment Methods
<ul style="list-style-type: none"> Acquisition of 1 and 2 is fostered in all courses offered in the Programme, but the core course is specifically designed to train students in both analysis and working across cultural differences. All courses will introduce information that will need to be assessed critically and will demonstrate how conflicting interpretations arise from the same information. Acquisition of 3-4 is taught in the core course where students learn how to analyze critically the founding texts of media and cultural studies. In the second term they learn to apply such techniques to one another's work. 	<ul style="list-style-type: none"> Assessment is through long essays, projects and a dissertation.

Learning Outcomes: Subject-based practical skills	
<p>The programme aims to help students with the following practical skills:</p> <ol style="list-style-type: none"> To learn to discuss complex themes and to develop skills in analyzing and presenting points of view in seminars. To read a wide range of theoretical and academic sources, and to present findings to a seminar. Address non-Western media and cultural materials and present these in an effective way which respects the quality and spirit of the original. To engage in original effective research using written, oral, online, audio-visual and recorded sources, and to organize, analyze and present the findings on original media and cultural materials to a seminar. To make public presentations using audio-visual materials effectively, with strict timing and with good presentation skills. 	
Typical Teaching Methods	Typical Assessment Methods
<ul style="list-style-type: none"> Acquisition of 1-3 through close textual analysis of the core readings and regular seminar participation in the core course, and 	<ul style="list-style-type: none"> Assessment is by long essay, project and dissertation. All these may contain multimedia materials.

<p>through commentary on other students' projects.</p> <ul style="list-style-type: none"> • Acquisition of 4 through independent guided research, through seminar discussion and through training in the multimedia unit where necessary. • Acquisition of 5 through the regular presentation of project work to the seminar and through the setting of clear deadlines for the submission of written work. 	
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Learning Outcomes: Transferrable skills	
<ol style="list-style-type: none"> 1. Write good, well-argued essays which communicate effectively in written English. 2. Structure and communicate complex ideas effectively orally and in writing both with and without multimedia presentations. 3. Address difficult and demanding theories and materials in a coherent and accessible manner. 4. Learn not only to be critical of the object of study, but also of the presuppositions of the researcher and the purposes and circumstances of the research. 5. Be able to identify, highlight and analyze the presuppositions behind arguments whether in academia, government or industry and to present the results clearly and cogently. 	
Typical Teaching Methods	Typical Assessment Methods
<ul style="list-style-type: none"> • Acquisition of 1 to 3 through the writing of long essays, project work and dissertation writing, seminar presentations and discussions, especially in the core course which includes a non-assessed review mid-way through the first term to identify problems with advanced written English. • Acquisition of 4-5 through project work, which requires the study of a wide variety of written and digital materials, in libraries, online and by ethnography. 	<ul style="list-style-type: none"> • Assessment is by long essays, projects and a dissertation.

General statement on contact hours – postgraduate programmes
<p>Masters programmes (with the exception of two-year full-time MAs) consist of 180 credits, made up of taught modules of 30 or 15 credits, taught over 10 or 20 weeks, and a dissertation of 60 credits. The programme structure shows which modules are compulsory and which optional. As a rough guide, 1 credit equals approximately 10 hours of work. Most of this will be independent study (see https://www.soas.ac.uk/admissions/ug/teaching/) such as reading and research, preparing coursework, revising for examinations and so on. Also included is class time, for example lectures, seminars and other classes. Some subjects may have more class time than others – a typical example of this are language acquisition modules.</p> <p>At SOAS, most postgraduate modules have a one-hour lecture and a one-hour seminar every week, but this does vary.</p> <p>More information can be found on individual module pages.</p>

MA Critical Media & Cultural Studies

Dissertation				
credits	60			
module code	15PMSC999			
module title	Dissertation in Media Studies			
status	compulsory module			

	Taught Component	+	Taught Component	+	Taught Component	+	Taught Component
credits	30		15		30		45
module code	15PMSC002		15PMSC033				
module title	Theoretical and Contemporary Issues in Media and Cultural Studies		Qualitative Research Methods		From list of Media studies modules running each year		from list of recommended options on website or from open options list if approved by programme convenor
status	core module		compulsory module		guided option*		open option

*List of modules (subject to availability)

Code	Title	Credits
15PMSH006	Theoretical Approaches to International Journalisms	15
15PMSC034	Topics in Global Digital Cultures	15
15PMSH029	Studies in Global Digital Cultures	15
15PMSH004	Transnational Communities and Diasporic Media: Networking, Connectivity, Identity	15
15PMSH026	Media Spectacle and Urban Space in East Asia	15
15PMSH003	Mediated Culture in the Middle East: Politics and Communications	15
15PMSH009	International Political Communication	15
15PMSC033	Qualitative Research Methods	15
15PMSH007	Theoretical and Contemporary Issues in Global Media and Post-National Communication	15
15PMSH019	Studies in Media, Information Communication Technologies and Development	15

4. Optional Courses:

Students may take a course or courses to the value of one full unit from the following lists:

15PMSH022	Digital traditional broadcasting communication	15
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Cinemas of Asia and Africa

15PJKH007	Japanese Transnational Cinema: From Kurosawa to Asia Extreme and Studio Ghibli	15
15PJKH008	Japanese Post-War Film Genres and the Avant-Garde	15
15PJKC006	Japanese Television since 1953	30
15PMSH026	Media Spectacle and Urban Space in East Asia	15
15PSEH008	Post-crisis Thai Cinema (1997-2007)	15
15PSEH010	(Post) Colonialism and Otherness in South East Asia on Screen	15
15PSEH011	Genders and Sexualities in South East Asian Film	15
15PSAH001	Indian Cinema: Its History and Social Context	15
15PSAH002	Indian Cinema: Key Issues	15
15PAFH006	The Story of African Film: Narrative Screen Media in Africa	15
15PAFH007	Aspects of African film and video 2	15
15PCHH001	Modern Chinese Film and Theatre (MA)	15
15PAFH010	Curating Africa: African Film and Video in the Age of Festivals	15
15PCHH002	Modern Film from Taiwan and the Chinese Diaspora	15
15PANH022	Issues in Anthropology and Film	15

Comparative Literature and Gender

15PCSC002	Theory and techniques of Comparative Literature	30
15PCSC003	Postcolonial Theory and Practice	30
15PAFC124	Literatures in African languages	30
15PNMC002	Modern Arabic Literature and the West	30
15PSAC284	Literatures of South Asia	30

Music

15PMUH018	Popular and Fusion Music in South East Asia (PG)	15
15PMUH014	Pop and Politics in East Asia (Masters)	15

Art & Archaeology and Anthropology

15PARH085	Contemporary Art and the Global	15
15PANH062	Culture and Society of China	15
15PANH063	Culture and Society of East Africa	15
15PANH065	Culture and Society of Japan	15
15PANH064	Culture and Society of South Asia	15
15PANH066	Culture and Society of South East Asia	15
15PANH068	Culture and Society of West Africa	15
15PANH067	Culture and Society of Near and Middle East	15
15PARH083	Issues in Contemporary Southeast Asian Art	15
15PARH082	Photography and the Image in Africa	15

Study of Religions

15PSRH044	Jewishness on Screen	15
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