

## Programme Specification

### I. Programme Details

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

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

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

<ul style="list-style-type: none"> <li>Acquisition of 4 through the Methods course, which comprises lectures and class discussion.</li> </ul>	multimedia aspect is encouraged but not obligatory.
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<b>Learning Outcomes: Intellectual (thinking) skills</b>	
<ol style="list-style-type: none"> <li>Students should learn to analyze complex theoretical works as well as media and cultural products and to examine their presuppositions.</li> <li>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.</li> <li>Students should learn advanced reading techniques to appreciate how arguments are composed, their strengths and weaknesses, and how to present their findings.</li> <li>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.</li> </ol>	
<b>Typical Teaching Methods</b>	<b>Typical Assessment Methods</b>
<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Assessment is through long essays, projects and a dissertation.</li> </ul>

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

<p>through commentary on other students' projects.</p> <ul style="list-style-type: none"> <li>• Acquisition of 4 through independent guided research, through seminar discussion and through training in the multimedia unit where necessary.</li> <li>• 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.</li> </ul>	
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<b>Learning Outcomes: Transferrable skills</b>	
<ol style="list-style-type: none"> <li>1. Write good, well-argued essays which communicate effectively in written English.</li> <li>2. Structure and communicate complex ideas effectively orally and in writing both with and without multimedia presentations.</li> <li>3. Address difficult and demanding theories and materials in a coherent and accessible manner.</li> <li>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.</li> <li>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.</li> </ol>	
<b>Typical Teaching Methods</b>	<b>Typical Assessment Methods</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment is by long essays, projects and a dissertation.</li> </ul>