

Programme Specification

I. Programme Details

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| Programme title | Global Media & Postnational Communication | | | |
| 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?

The programme aims to provide students with advanced learning skills through the use of a wide range of theoretical approaches to and understandings of non-Western media and communication. It serves both as a means of developing general critical understanding and also as a basis for doctoral research.

The programme will offer students:

1. advanced knowledge and understanding of approaches, methods and theories in media and communications, with particular reference to the study of Asia, Africa and the Middle East;
2. advanced skills in researching and writing about topics in media and communications in the context of globalization
3. advanced skills in presentation or communication of knowledge and understanding of topics in media and communication studies with special reference to Asia, Africa and the Middle East.

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

There are four key areas in which you will develop:

| Learning Outcomes: Knowledge |
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| <ol style="list-style-type: none"> 1. The core course provides advanced knowledge and understanding of the theoretical, methodological and empirical issues involved in the analysis of non-western media and communications within historical and contemporary contexts, including current debates about globalization 2. A particular focus is the role that media have played in both defining and challenging processes of nation-building and providing spaces for the articulation of other forms of identity-formation 3. Another focus is the role of media within the dynamics of contemporary transnational capitalism and consumerism. 4. A Theory and Methods course provides knowledge of the main theoretical debates within Media Studies and how these relate to other disciplines in the social sciences. 5. The Methods section provides an introduction to a range of quantitative and qualitative approaches to research in media studies, including questionnaires, content and discourse analysis, methods of interviewing, using internet resources, |

| and participant and ethnographic ways of examining media practices. | |
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| Typical Teaching Methods | Typical Assessment Methods |
| <ul style="list-style-type: none"> • Elements 1-3 are acquired through lectures, seminars and classes. Students are required to attend all classes, study extensively on their own and prepare non-assessed work regularly. • Elements 4 and 5 are acquired through the Theory and Methods course, which comprises lectures, class discussion and workshops. | |

| Learning Outcomes: Intellectual (thinking) skills | |
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| <ol style="list-style-type: none"> 1. The development of appropriate skills for critically assessing a variety of source materials, 2. to solve problems of conflicting sources and conflicting interpretations, 3. to develop skills in critical judgments of complex source materials, including in how to understand the pre-suppositions of arguments and their value orientations | |
| Typical Teaching Methods | Typical Assessment Methods |
| <ul style="list-style-type: none"> • Critical thinking is encouraged across all courses in the Centre • The core course trains student to analyse and critique historical and contemporary theoretical arguments, their pre-suppositions and value orientations • The ethos of the Centre is of open discussion with lecturers, amongst students and with external speakers | |

| Learning Outcomes: Subject-based practical skills | |
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| <ol style="list-style-type: none"> 1. Practical skills in one or more of film/video production and editing, radio and digital media skills, music recording skills. 2. To appraise and discuss the development and operation of the creative and cultural industries, with a focus on one or more of the music, media, film, art/archaeology components. 3. To read and critique the writing of prior researchers and commentators. | |
| Typical Teaching Methods | Typical Assessment Methods |
| <ul style="list-style-type: none"> • Written skills are developed through long essays, projects and dissertations in English. • Oral skills are developed in discussion in lectures, presentations and engagement with student work in seminars. 10% of the mark for the core course goes to oral presentation skills. • Research skills are built through the guided development of essay and dissertation topics, through seminar discussion and | |

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| <p>through training in the multimedia unit where necessary.</p> <ul style="list-style-type: none"> • Time-keeping skills are built through the setting of and adherence to clear deadlines for the submission of written work; to penalties for over-length and over-long work | |
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| Learning Outcomes: Transferrable skills | |
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| <ol style="list-style-type: none"> 1. to communicate effectively in written English 2. ability to structure and develop cogent arguments in written essays 3. ability to present materials orally in effective and precise ways, using a range of multimedia 4. ability to critically engage with a range of materials from academic, governmental or industry sources | |
| Typical Teaching Methods | Typical Assessment Methods |
| <ul style="list-style-type: none"> • Advanced written and oral skills are developed through long essays, project work and dissertation writing, seminar presentations and discussions • Multimedia skills are developed through project work and through the Multimedia skills course and a range of multimedia workshops. • Research skills are honed through the study of a wide variety of written and digital materials, and in retrieving materials from libraries, online and by ethnography. | |