

Overview

Programme Code	33183
Programme Title	Media, Culture, Communication
Awarding Institution	Liverpool John Moores University
Programme Type	Degree
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Steven Spittle
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Alternative Exit	Diploma of Higher Education - DHE	Students should be able to demonstrate the ability to evaluate and critique core approaches to Media, Culture and Communication theory. Students should be able to demonstrate competence in the application of research methods to self-selected case studies and real-world examples of media, communication and cultural practices. Students will have been required to reflect on the acquisition of graduate skills through the process of Personal Development Planning. Students will have experienced work related learning in both teaching and assessment. Students should be able to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences.
Alternative Exit	Certificate of Higher Education - CHE	Students should be able to identify and explain key issues, themes and substantive areas in Media, Culture and Communication Studies. Students should have developed key skills in academic literacy and specific skills for the undergraduate study of Media, Culture and Communication. Students should be familiar with research methods for Media, Culture and Communication and be able to identify and explain methodological approaches. Students should have become familiar with the principles and practice of Personal Development Planning (PDP). Students should be able to demonstrate an ability to select, present, and evaluate material relevant to the study of media, culture and communication. Students will have been introduced to work-related learning in teaching and assessment.

Alternate Award Names

External Benchmarks

Subject Benchmark Statement

UG-Communication, Media, Film and Cultural Studies (2019)

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	3 Years

Aims and Outcomes

Educational Aims of the Programme

To provide an intellectually challenging programme that encourages students to reflect critically on media texts, institutions, communication practices and the cultures in which they are produced and circulated. To deliver an academic programme that focuses on key analytical and critical issues in the relationship between media, culture and communication. To develop subject knowledge and transferable skills sensitive to the changing needs of the communication, media and cultural industries which provides the basis for students to pursue a variety of careers. To support students' learning through diverse teaching and assessment practices; underpinned by staff development and research informed teaching. To develop knowledge of the ways in which individual and collective identities are constructed and contested through engagements with media, culture and communication. To show insight into the range of ethical issues and value judgements arising from the complexity and diversity of contemporary media, cultural and communication practices. To encourage students to engage with employability skills by completing a self-awareness statement.

Learning Outcomes

Code	Description
PLO1	Engage with theoretical, historical and critical debates in the field of Media, Culture & Communication.
PLO2	Communicate the consideration and evaluation of their own work in a reflexive manner with reference to academic debates and personal development.
PLO3	Synthesise information, conceptual ideas, critical perspectives and contextual insight.
PLO4	Formulate and investigate problems/issues.
PLO5	Analyse, interpret and apply major theories and concepts in the study of media and cultural texts, practices and industries.
PLO6	Identify a range of research strategies and methods and assess their relative merits.
PLO7	Design, carry out and present various forms of research.
PLO8	Apply key methods and concepts for the purpose of media, communication and cultural analysis.
PLO9	Evaluate and draw upon a range of sources and appropriate conceptual frameworks in carrying out independent study.
PLO10	Critically appraise popular understanding of debates in the field of media, culture & communication.
PLO11	Critically evaluate the texts and practices of the media, communication and cultural industries.
PLO12	Communicate effectively findings about the variety of media forms, cultural practices and industrial contexts in which texts are produced, disseminated and received.

Code	Description
PLO13	Produce work which demonstrates an understanding of media forms and structures, audiences and specific communication registers.
PLO14	Approach tasks in a flexible, independent and disciplined manner.
PLO15	Undertake critical research: formulate a topic; gather, organise and make use of ideas and information in order to formulate arguments; express them effectively in written, oral, electronic and other forms.
PLO16	Demonstrate skills of self-organisation, time management, the ability for self-reflection and self-improvement.
PLO17	Collaborate with others to achieve collective goals.
PLO18	Use ICT and traditional methods for the retrieval and presentation of information (word processing, spreadsheets etc.).
PLO19	Communicate ideas verbally in an effective and fluent manner.
PLO20	Communicate ideas coherently in written form, utilising appropriate academic form.
PLO21	Develop Graduate Skills (e.g. the exercise of initiative, personal responsibility, decision-making, problem-solving and the ability to pursue further training) necessary for future employment.
PLO22	Demonstrate a critical understanding of the nature of differentiated access, participation and modes of representation in media and cultural texts.
PLO23	Appreciate the development of communication forms and their role in social change.
PLO24	Critically evaluate media and cultural consumption and their role in identity formation.
PLO25	Apply appropriate methods of enquiry to investigate how media, culture and communication policies are devised and implemented and the ways in which citizens and cultural communities can play a part in shaping them.
PLO26	Critically engage with theoretical perspectives and be able to apply them.
PLO27	Examine forms of media, culture and communication with reference to social contexts, interactions and processes differentiated by media and cultural participation and the relations of social and political power.
PLO28	Analyse media, communication and cultural forms and demonstrate critical judgement in their evaluation.

Programme Structure

Programme Structure Description

Level 4 students undertake 120 credits of core modules: 4100MEDCUL, 4101MEDCUL, 4103MEDCUL, 4104MEDCUL, 4105MEDCUL, 4106MEDCUL. Level 5 students will undertake 80 credits of core modules: 5100MEDCUL, 5101MEDCUL, 5102MEDCUL, and 5103MEDCUL. Their remaining 40 credits at level 5 will be taken from the following 20 credit option modules: 5104MEDCUL, 5105MEDCUL, 5109MEDCUL. Level 6 extends the opportunity for self-directed learning and independent research. Students must choose one of the following 40 credit yearlong research options: 6100MEDCUL Dissertation or 6119MEDCUL Media and Cultural Industries. Level 6 students undertake a total of 40 credits of core modules (20 credits in each semester) 6103MEDCUL Culture and Identity and 6104MEDCUL Media Policy and Regulation. The remaining 40 credits of level 6 optionality are selected from a suite of 20 credit option modules (detailed below), with the student taking one 20 credit option module in each semester. The programme will offer the opportunity to study a 60 credit Study Semester Abroad module (5108MEDCUL) at Level 5. Students will be enrolled on a 360 credit honours study abroad programme. The 60 credit Level 5 study abroad module will normally replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5. The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on 480 credit honours with the study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 Study Year Abroad module (code 5107MEDCUL). The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Level 6 extends the opportunity for self-directed learning and independent research. Students must choose one of the following WRL / Research modules: 6100MEDCUL Dissertation or 6119MEDCUL Media and Cultural Industries.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4100MEDCUL Studying Culture Approved 2022.02 - 20 credit points	
[MODULE] 4101MEDCUL Media Texts Approved 2022.02 - 20 credit points	
[MODULE] 4103MEDCUL Media Institutions and Audiences Approved 2022.02 - 20 credit points	
[MODULE] 4104MEDCUL Professional Writing Approved 2022.02 - 20 credit points	
[MODULE] 4105MEDCUL Introduction to Media and Cultural Industries Approved 2022.02 - 20 credit points	
[MODULE] 4106MEDCUL Communicating Politics and Protest Approved 2022.02 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 80 credit points	CORE
[MODULE] 5100MEDCUL Public Communication Approved 2022.02 - 20 credit points	
[MODULE] 5101MEDCUL Analysing Entertainment Media Approved 2022.02 - 20 credit points	
[MODULE] 5102MEDCUL Research Methods Approved 2022.02 - 20 credit points	
[MODULE] 5103MEDCUL Media and Cultural Theory Approved 2022.02 - 20 credit points	
Level 5 Optional - 40 credit points	OPTIONAL
[MODULE] 5104MEDCUL Public Relations Approved 2022.02 - 20 credit points	
[MODULE] 5105MEDCUL Popular Journalism: Research in Practice Approved 2022.02 - 20 credit points	
[MODULE] 5109MEDCUL Mediating Popular Culture Approved 2022.02 - 20 credit points	
Optional placement - 120 credit points	OPTIONAL
Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5107MEDCUL Study Year Abroad - MCC Approved 2022.01 - 120 credit points	
Optional Study Semester - 60 credit points	OPTIONAL

[MODULE] 5108MEDCUL Study Semester Abroad - MCC Approved 2022.01 - 60 credit points	
Level 6 - 120 credit points	
Level 6 Core - 40 credit points	CORE
[MODULE] 6103MEDCUL Culture and Identity Approved 2022.02 - 20 credit points	
[MODULE] 6104MEDCUL Media Policy and Regulation Approved 2022.02 - 20 credit points	
Level 6 Optional - 80 credit points	OPTIONAL
[MODULE] 6100MEDCUL Dissertation Approved 2022.02 - 40 credit points	
[MODULE] 6106SOC Sport, Crime and Politics: Critical Sociological Analyses Approved 2022.01 - 20 credit points	
[MODULE] 6108MEDCUL Consumer Culture Approved 2022.02 - 20 credit points	
[MODULE] 6109MEDCUL Digital Writing Approved 2022.01 - 20 credit points	
[MODULE] 6110MEDCUL Popular Fiction and Publishing Approved 2022.02 - 20 credit points	
[MODULE] 6115MEDCUL Mediating Diversity Approved 2022.01 - 20 credit points	
[MODULE] 6116MEDCUL Social and Digital Media Approved 2022.02 - 20 credit points	
[MODULE] 6117MEDCUL Screen Media Approved 2022.01 - 20 credit points	
[MODULE] 6118MEDCUL Britain, Brexit, Europe and the Media Approved 2022.02 - 20 credit points	
[MODULE] 6119MEDCUL Media and Cultural Industries Approved 2022.01 - 40 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

Media, Culture, Communication is a single honours programme which acknowledges the interdisciplinary nature of its subject area but takes an integrated approach to the consideration of theoretical, historical and critical debates on media, communication and culture. Students are introduced to formal methods of analysis and a range of conceptual approaches appropriate to the study of media, culture and communication. In addition they consider a broad range of professional issues related to media institutions, cultural practices and communications processes. At L4 the programme focuses on establishing academic literacy and introducing students to the broad range of topics covered. All modules are core. Students study 4100MEDCUL Studying Culture, 4101MEDCUL Media Texts, 4106MEDCUL Communicating Politics and Protest, 4103MEDCUL Media Institutions and Audiences, 4105MEDCUL Professional Writing and 4105MEDCUL Introduction to Media and Cultural Industries, which is the level 4 work-related learning module, designed to develop early awareness of potential careers in the media, culture and communication industries. Students will be asked to critically reflect upon their production of practical work and their response to and use of different genres of both professional and academic writing. Students will be expected to conform to the requirements of a range of assessment briefs and tasks throughout level 4. 4101MEDCUL Media Texts has a particular focus on fostering the development of academic literacy. L5 concentrates on developing research skills and critical perspectives. Modules in semester one are all core. These are: 5100MEDCUL Public Communication, 5101MEDCUL Analysing Entertainment Media and 5102MEDCUL Research Methods. In semester two 5103MEDCUL Media and Cultural Theory is core and then students can choose two from three optional 20 credit modules: 5104MEDCUL Public Relations, 5105MEDCUL Popular Journalism, 5109MEDCUL Mediating Popular Culture. Modules at L5 focus on the application of knowledge and the production of independent analysis in response to assessment tasks. The modules are structured in relation to case studies and aim to develop students' ability to analyse and solve research, communication and professional problems taking into consideration innovations in the study of media, culture and communication. The modules examine different media forms, cultural practices and professional and persuasive communications. 5100MEDCUL Public Communication is a work related learning module which involves students work on a group campaign pitch for an external client. The optional Public Relations and Popular Journalism modules are also important to the programme's work-related and employability agenda. L6 provides students with the opportunity to pursue more specialist interests, both through their choice of yearlong independent study and research module or through the taught core and option modules they undertake. Students will either take a yearlong academic research option, 6100MEDCUL Dissertation, or a yearlong work-based learning module, 6119MEDCUL Media and Cultural Industries. At L6 students will study the following core modules: 6103MEDCUL Culture and Identity and 6104MEDCUL Media Policy and Regulation. The programme offers students the opportunity to examine theoretical and practice-based issues in more detail, through option modules such as 6108MEDCUL Consumer Culture, 6109MEDCUL Digital Writing, 6117MEDCUL Screen Media, 6110MEDCUL Popular Fiction and Publishing, 6116MEDCUL Social and Digital Media, 6106SOC Sport, Crime and Society and 6118MEDCUL Britain, Brexit, Europe and the Media. These modules will enable them to develop a critical understanding of research perspectives, industrial contexts and contemporary media forms and practices. Teaching and learning includes both formal and interactive lectures and seminars which provide opportunities to present, discuss and reflect upon ideas and case studies.

Opportunities for work related learning

The programme offers students the opportunity for WRL at level 4 in the core module 4105MEDCUL Introduction to Media and Cultural Industries where students are introduced to a range of practices and practitioners related to the media, culture and communication industries. At level 5 the assessment for the core module 5100MEDCUL Public Communication requires students to respond to a brief for a public information campaign created by a partner from the media, cultural and communication industries or the public sector and to prepare and evaluate a practical portfolio of persuasive communication. In addition, 5104MEDCUL Public Relations and 5105MEDCUL Popular Journalism offer students the opportunity to practice and reflect upon work-related skills, particularly in relation to communicating and assessing the needs of a variety of audiences. At level 6 students may take the work based learning option 6119MEDCUL Media and Cultural Industries. The module gives students the opportunity to undertake a combination of placement and career planning activity in order to enhance their employability.

Entry Requirements

Type	Description
Alternative qualifications considered	Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number
International Baccalaureate	24 IB points.
Other international requirements	International applications will be considered in line with UK qualifications. Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent.
A levels	104 UCAS points from a minimum of 2 A Levels, including at least one Humanities subject. Maximum of 20 AS points accepted.
BTECs	Acceptable on its own and combined with other qualifications. DMM in a relevant subject area is required if no other level 3 qualifications are taken.

Extra Entry Requirements