

Overview

Programme Code	35836
Programme Title	English, Media and Cultural Studies
Awarding Institution	Liverpool John Moores University
Programme Type	Degree
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	James Whitehead
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	Certificate of Higher Education - CHE	Have made the transition from L3 to L4 study of English, Media and Cultural Studies; have developed a subject based technical vocabulary appropriate to the analysis of literary, media and cultural texts; have acquired competence in academic literacy, referencing, bibliographic procedures; be able to identify and explain key issues, themes and substantive areas in Media, Culture and Communication Studies; have become familiar with the principles and practice of Personal Development Planning; have gained awareness of how to ask appropriate questions, identify issues and devise different approaches to solving problems; have acquired enhanced competence in writing; participate actively in group work and discussion.
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	Have further developed a technical vocabulary and understanding of theoretical concepts, terms and approaches; construct arguments and engage with audiences in different contexts, forms and media; have developed the skills of research design in preparation for independent research; make informed and constructive contributions to group work and discussion; have developed professional skills, self-reflexivity and organisational awareness through work-related learning; write sustained pieces of work with a coherent argument in a lucid style.

Alternate Award Names

External Benchmarks

Subject Benchmark Statement	UG-Communication, Media, Film and Cultural Studies (2019), UG-English (2019)
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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

1. To provide students with a stimulating, research informed programme that equips them with the knowledge and skills to reflect critically on literary and media texts, cultural institutions, communication practices and the contemporary, historical and international contexts in which they are produced and circulated; 2. To enable students to become rigorous, critical and analytic in their thinking while nurturing their intellectual and creative potential; 3. To deliver an academic programme that focuses on key analytical and critical issues in literary studies as well as the relationship between media, culture and communication; 4. To develop subject knowledge and transferable skills sensitive to the changing needs of communication, creative and cultural industries which provide the basis for students to pursue a variety of careers; 5. To support students' learning through diverse teaching and assessment practices, underpinned by staff development and research informed teaching; 6. To encourage students to engage with the development of employability skills by completing a self-awareness statement.

Learning Outcomes

Code	Description
PLO1	Demonstrate knowledge of historical and critical debates in the field of literature, media, culture and communication;
PLO2	Examine forms of literature, media, culture and communication with reference to social contexts, interactions and processes differentiated by cultural participation and the relations of social and political power;
PLO3	Consider and evaluate their own work in a reflexive manner with reference to academic debates and personal development;
PLO4	Synthesise information, conceptual ideas, critical perspectives and conceptual insight;
PLO5	Formulate and investigate problems/issues.
PLO6	Communicate effectively in a variety of written forms, and display the ability to express complex thought and to construct reasoned argument in writing;
PLO7	Critically evaluate the texts and practices of the media, communication and cultural industries;
PLO8	Critically appraise popular understanding of debates in the field of media, culture and communication;
PLO9	Design, carry out and present various forms of research;
PLO10	Apply key methods and concepts for the purpose of literary, media, communication and cultural analysis;
PLO11	Evaluate and draw upon a range of sources and appropriate conceptual frameworks in carrying out independent study;

Code	Description
PLO12	Show awareness of the variety of media forms, cultural practices and industrial contexts in which texts are produced, disseminated and received;
PLO13	Be literate in digital forms and content and able to use a range of appropriate digital tools, methods and resources;
PLO14	Approach tasks in a flexible, independent and disciplined manner;
PLO15	Communicate persuasively;
PLO16	Undertake critical research: formulate a topic; gather, organise and make use of ideas and written information in order to formulate arguments; express them effectively in written, oral, digital and other forms;
PLO17	Demonstrate skills of self-organisation, time management, the ability for self-reflection and self-improvement;
PLO18	Collaborate with others to achieve collective goals;
PLO19	Use ICT and traditional methods for the retrieval and presentation of information (word processing, spreadsheets, databases, etc);
PLO20	Communicate ideas verbally in an effective and fluent manner;
PLO21	Communicate ideas coherently in written form, utilising appropriate academic styles;
PLO22	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;
PLO23	Understand the nature of differentiated access, participation and modes of representation in media and cultural texts;
PLO24	Appreciate the value of open-mindedness and sensitivity to difference.
PLO25	Demonstrate awareness of the development of communication forms and changing literary and cultural formations in different socio-historical contexts;
PLO26	Show understanding of media and cultural consumption and its role in identity formation;
PLO27	Evidence knowledge of appropriate concepts, methodologies and terminology which provide a critical and theoretical framework for study;
PLO28	Demonstrate understanding of formal and stylistic aspects of written and audio-visual texts;
PLO29	Critically engage with theoretical perspectives and be able to apply them;
PLO30	Analyse literary, media, communication and cultural forms and demonstrate critical judgement in their evaluation;

Programme Structure

Programme Structure Description

The programme is taught and assessed within the Academic Framework. Students must take 120 credits of modules at each level of the programme (Levels 4, 5, and 6). Each level should normally be completed in one academic year. At level 4, all modules are core and incorporate skills tuition and tutorial guidance to support transition. All students are taught in at least one seminar by their Personal Tutor. At level 5, EMCS students must take 5100MEDCUL Public Communication in semester one. In semester two students must take two from three of the following 20 credit Media options: 5104MEDCUL Public Relations, 5105MEDCUL Popular Journalism and 5109MEDCUL Mediating Popular Culture. The remaining 60 credits must be drawn from the available pool of optional English modules; 40 credits in semester 1 and 20 credits in semester 2. A selection of the validated English option modules will run each year. Available options will be communicated to students via module choice meetings. At level 6 students must select one yearlong research option from English, Media & Cultural Studies Dissertation (6111MEDCUL) or 6119MEDCUL Media and Cultural Industries (both 40 credits). In semester one and two, students will choose 80 credits of option modules from a pool of English and Media modules (detailed below) – 40 credits of option must be selected from the pool of options available in each semester. 40 option credits at level 6 must consist of English-coded modules. Again, a selection of the validated English option modules will run each year. Available options will be communicated to students via module choice meetings. Study trips are offered to all students via core and option modules. The programme will offer the opportunity for 60 credits of study abroad at L5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credit Level 5 study abroad module (5124ENGMED) will normally replace the second semester 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 also offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via the Level 5 study abroad module (5123ENGMED). 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. Students beginning the programme in 2022 and prior to September 2022, i.e. both new and continuing students will select Media modules from the new versions of this programme. Students beginning the programme prior to September 2022 will select their options at Level 5 and 6 from previously validated versions of the English modules on their programme unless going on a leave of absence/have been awarded Final Module Attempts by the Board of Examiners, which may require that they move to the new programme version. In these circumstances students will select modules from the new options offered. Students will be allocated a Personal Tutor from the English team who will teach them in a seminar at Level 4, and will usually remain their Personal Tutor throughout their time at LJMU. Personal Tutors will invite tutees to an individual meeting at least once a semester to discuss academic progress, personal development and planning (PDP) and any other issues raised by the tutee. Personal Tutors and other academic staff will be available outside of these meetings by appointment, during their Office Hours or by telephone or e-mail.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4101MEDCUL Media Texts Approved 2022.02 - 20 credit points	
[MODULE] 4103ENGL Literary and Cultural Theory 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] 4107ENGL Liverpool Legacies Approved 2022.01 - 20 credit points	
[MODULE] 4109ENGL Critical Keywords for English Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 20 credit points	CORE
[MODULE] 5100MEDCUL Public Communication Approved 2022.02 - 20 credit points	

Level 5 Optional - 100 credit points	OPTIONAL
[MODULE] 5102ENGL Body, Mind and Soul: seventeenth-century literature and culture Approved 2022.01 - 20 credit points	
[MODULE] 5104MEDCUL Public Relations Approved 2022.02 - 20 credit points	
[MODULE] 5105MEDCUL Popular Journalism: Research in Practice Approved 2022.02 - 20 credit points	
[MODULE] 5107ENGL Modernism and Modernity Approved 2022.01 - 20 credit points	
[MODULE] 5108ENGL Poetry Matters Approved 2022.01 - 20 credit points	
[MODULE] 5109ENGL Postcolonial Writing: Power, Art and Protest Approved 2022.01 - 20 credit points	
[MODULE] 5109MEDCUL Mediating Popular Culture Approved 2022.02 - 20 credit points	
[MODULE] 5111ENGL Romanticism: Revolution, Reaction and Representation Approved 2022.01 - 20 credit points	
[MODULE] 5112ENGL Short Cuts: Writing in Brief Approved 2022.01 - 20 credit points	
[MODULE] 5114ENGL The Victorians: Realism and Sensation Approved 2022.01 - 20 credit points	
[MODULE] 5120ENGL English Independent Study Approved 2022.01 - 20 credit points	
[MODULE] 5125ENGL Life Stories: Telling Tales and Keeping Secrets in Auto/Biographical Writing Approved 2022.01 - 20 credit points	
[MODULE] 5126ENGL Forms of Slavery Approved 2022.01 - 20 credit points	
[MODULE] 5127ENGL Gender Trouble Approved 2022.01 - 20 credit points	
[MODULE] 5128ENGL Writing Race in Britain Approved 2022.01 - 20 credit points	
[MODULE] 5129ENGL Words and Music Approved 2022.01 - 20 credit points	
[MODULE] 5130ENGL Working Class Writing Approved 2022.01 - 20 credit points	
[MODULE] 5131ENGL Theories 2.0 Approved 2022.01 - 20 credit points	
Optional placement - 120 credit points	OPTIONAL
Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5123ENGMED Study Year Abroad - EMCS Approved 2022.01 - 120 credit points	
Optional Study Semester - 60 credit points	OPTIONAL
[MODULE] 5124ENGMED Study Semester Abroad English and Media and Cultural Studies Approved 2022.01 - 60 credit points	
Level 6 - 120 credit points	
Level 6 Optional - 120 credit points	OPTIONAL
[MODULE] 6103ENGL Feminist Fictions: Contemporary Women's Writing and the Politics of Feminism Approved 2022.01 - 20 credit points	
[MODULE] 6108ENGL English Independent Study Approved 2022.03 - 20 credit points	
[MODULE] 6109ENGL Our House: Representing Domestic Space Approved 2022.01 - 20 credit points	
[MODULE] 6109MEDCUL Digital Writing Approved 2022.01 - 20 credit points	
[MODULE] 6110ENGL Post-Millennial British Fiction Approved 2022.01 - 20 credit points	
[MODULE] 6110MEDCUL Popular Fiction and Publishing Approved 2022.02 - 20 credit points	
[MODULE] 6111MEDCUL English and Media and Cultural Studies Dissertation Approved 2022.02 - 40 credit points	
[MODULE] 6113ENGL Shakespeare Approved 2022.01 - 20 credit points	
[MODULE] 6115ENGL Terrorism and Modern Literature Approved 2022.01 - 20 credit points	
[MODULE] 6115MEDCUL Mediating Diversity Approved 2022.01 - 20 credit points	
[MODULE] 6116ENGL Vamps and Villains: Exploring Gothic Fiction Approved 2022.01 - 20 credit points	
[MODULE] 6116MEDCUL Social and Digital Media Approved 2022.02 - 20 credit points	
[MODULE] 6117ENGL World Literature: Writing from the Periphery Approved 2022.01 - 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] 6122ENGL Transitions: Identities in the Interwar Years Approved 2022.01 - 20 credit points
[MODULE] 6124ENGL Violence in Nineteenth-Century Literature Approved 2022.01 - 20 credit points
[MODULE] 6125ENGL Green Victorians Approved 2022.01 - 20 credit points
[MODULE] 6126ENGL Mind Readings Approved 2022.01 - 20 credit points
[MODULE] 6127ENGL Space and place: travel writing at home and abroad Approved 2022.01 - 20 credit points
[MODULE] 6128ENGL Developments in Contemporary Writing and Publishing Approved 2022.01 - 20 credit points
[MODULE] 6129ENGL Modern Fiction and Environment Crisis Approved 2022.01 - 20 credit points
[MODULE] 6130ENGL Black Lives in American Literature Approved 2022.01 - 20 credit points
[MODULE] 6131ENGL Migrants to the Screen Approved 2022.01 - 20 credit points
[MODULE] 6111ENGL Race in America Approved 2022.01 - 20 credit points

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

Teaching, Learning and Assessment

The EMCS programme employs a teaching, learning and assessment strategy which helps students develop as increasingly independent learners during levels 4, 5 and 6. Knowledge and understanding is acquired through both staff-led and student-centred strategies with a progressive emphasis on the latter as students develop as independent learners. Teaching and learning consists of both formal and interactive lectures and seminars which provide opportunities to present, discuss and reflect upon ideas and case studies. In addition, there are: workshops, tutorials, screenings, small group work, independent study, on-line supported study, enquiry-based learning and work-based learning. These methods are designed to: foster student progression; stimulate interest; encourage critical reflection and participation; provide equal opportunities to develop learning skills at all levels; encourage critical analysis and the application of theory; and utilise ICT and the Virtual Learning Environment. Feedback (diagnostic, formative and summative) is timely and constructive and provided by electronic, verbal and written means. Assessment across the programme is designed to be coherent and balanced in order to facilitate the achievement of module and programme learning outcomes. Assessment meets the criteria (QAA, School and LJMU) of validity, reliability and consistency. Assessment takes account of students with particular needs (SENDA compliant). Forms of assessment include: individual and group essays based on given titles or titles negotiated with tutors; reviews; individual and group presentations; individual critical reflection; logbooks; portfolios of practical work; research exercises; unseen examinations; annotated bibliographies; work based learning reports; blogs, other online exercises and discussion contributions; independent study projects and dissertations. Placement learning experience will be delivered and reviewed and/or assessed in accordance with the LJMU Placement Learning Code of Practice (8.7.15). In this programme the teaching and learning of intellectual skills are inseparable from the acquisition of knowledge and understanding. Lectures provide models of intellectual skill; workshops, seminars and tutorials allow students to practice intellectual skills in a collaborative environment through structured discussions of written texts and of ideas; independent study gives students the opportunity to absorb and reflect on what is learned in taught sessions, while practising their developing skills through personal engagement with reading, writing and researching. Intellectual skills are assessed through the range of forms of assessment used on the English, Media and Cultural Studies programme that are itemised above. The forms of assessment are introduced and developed over the three years of the degree to allow students to: develop the ability to think independently; critically reflect on their work; formulate and research their own topics and build upon their own knowledge and interests. A programme in English, Media and Cultural Studies is centrally concerned with how meaning is produced, especially through verbal and written language. Students are therefore expected to use language sensitively and precisely. All teaching and learning activities involve opportunities for developing and improving communication skills: lectures enable students to develop skills in active listening and assimilating ideas and information; discussions in seminars also facilitate listening skills, spoken communication skills, responsiveness to others, group work and interpersonal skills. The skills taught, learned, and assessed above are those which, while central to the particular study of English, Media and Cultural Studies, can also be applied in other contexts outside the subject. They are crucially valued by employers in all professional environments.

Opportunities for work related learning

All LJMU undergraduate programmes are required to incorporate into a L4 module an assessment item of the submission of a Future Focus assignment: this is administered through 4109ENGL. 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 with a partner from the media, cultural and communication industries or the public sector and to prepare and evaluate a practical portfolio of persuasive communication. EMCS students also take 5100MEDCUL Public Communication which involves a group work-related assessment. All students on the programme are encouraged to understand that the goals of their course of study are wider than academic achievement alone, and to appreciate ways in which the work they do supports strong claims to employability. The programme's PDP system is designed to provide students with opportunities (and support) when reflecting on – and documenting – their achievements inside and outside the programme of study, thereby raising their capacity to represent their achievements to others, or to translate what they do during their undergraduate years into a language that appeals to employers. This support is enhanced and extended by the work of colleagues in the University Careers Service. At level 6 the module 6119MEDCUL Media and Cultural Industries work-based learning research option enables students to undertake a placement or concentrate on career planning.

Entry Requirements

Type	Description
International Baccalaureate	104 UCAS points from IB Composite parts to include a relevant subject at Higher Level (HL).
BTECs	Performing Arts, Production Arts or Creative Media Production are preferred from applicants studying BTEC qualifications.
A levels	104 UCAS points from a minimum of 2 A Levels (maximum of 20 AS points accepted). An English subject is preferred, e.g. English Language, English Literature, English Language/Literature or Creative Writing. Subjects such as Drama, Theatre Studies, Film Studies, Religious Education, History and Media Studies will also be considered.
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 • Welsh GCSE in Maths • Welsh GCSE in Numeracy • Wales Essential Skills Level 2 in Communication or Application of Number
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.

Extra Entry Requirements