

## Overview

<b>Programme Code</b>	36533
<b>Programme Title</b>	Media, Culture and Communications
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Degree
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	
<b>Link Tutor(s)</b>	Clare Horrocks

<b>Partner Name</b>	<b>Partnership Type</b>
Westford University College	Franchised

## 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	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.
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.

### 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	April	Westford University College	3 Years
Full-Time, Face to Face	February	Westford University College	3 Years
Full-Time, Face to Face	September	Westford University College	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.

<b>Code</b>	<b>Description</b>
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.
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

<b>Programme Structure - 360 credit points</b>	
<b>Level 4 - 120 credit points</b>	
<b>Level 4 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 4500WESTMC Studying Culture Approved 2022.01 - 20 credit points	
[MODULE] 4501WESTMC Media Texts Approved 2022.01 - 20 credit points	
[MODULE] 4502WESTMC Researching Cinema Approved 2022.01 - 20 credit points	
[MODULE] 4503WESTMC Media Institutions and Audiences Approved 2022.01 - 20 credit points	
[MODULE] 4504WESTMC Professional Writing Approved 2022.01 - 20 credit points	
[MODULE] 4505WESTMC Introduction to Media and Cultural Industries Approved 2022.01 - 20 credit points	
<b>Level 5 - 120 credit points</b>	
<b>Level 5 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 5500WESTMC Public Communication Approved 2022.01 - 20 credit points	
[MODULE] 5501WESTMC Analysing Entertainment Media Approved 2022.01 - 20 credit points	
[MODULE] 5502WESTMC Research Methods Approved 2022.01 - 20 credit points	
[MODULE] 5503WESTMC Media and Cultural Theory Approved 2022.01 - 20 credit points	
[MODULE] 5504WESTMC Public Relations Approved 2022.01 - 20 credit points	
[MODULE] 5505WESTMC Popular Journalism: Research in Practice Approved 2022.01 - 20 credit points	
<b>Level 6 - 120 credit points</b>	
<b>Level 6 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 6500WESTMC Dissertation Approved 2022.01 - 40 credit points	
[MODULE] 6503WESTMC Culture and Identity Approved 2022.01 - 20 credit points	
[MODULE] 6504WESTMC Media Policy and Regulation Approved 2022.01 - 20 credit points	
[MODULE] 6507WESTMC Mediating Popular Culture Approved 2022.01 - 20 credit points	
[MODULE] 6509WESTMC Digital Writing Approved 2022.01 - 20 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. It enables students to develop their critical understanding of media forms and cultural practice through a range of different theoretical perspectives and contextualisation. Students are required to communicate their findings in a variety of forms and to respond to assessment tasks in a flexible, disciplined and independent manner. The level 4 Media, Culture, Communication programme focuses on establishing academic and subject literacy and all modules are core. Students consider a broad range of professional issues related to media institutions, cultural practices and communications process. Level 5 concentrates on developing research skills and critical perspectives. All modules are core and 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 issues taking into consideration innovations in the study of Media, Culture and Communication. 5500WESTMC Public Communication is a work-related learning module. Level 6 focuses on students developing as independent learners, able to design, research and execute research projects that reflect their own interests. Teaching and learning includes 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 and small group work. These methods are designed to foster student progression; stimulate interest and encourage participation; provide equal opportunities to develop learning skills at all levels; encourage critical analysis and the application of theory and utilise ICT and the VLE. Students apply key concepts and methodological approaches through seminars, workshops, work-related learning, tutorials and group work. Students will be asked to critically reflect upon their production of practical work and their response to and use of different genres of writing. Transferable skills are developed through seminars, workshops, group work, tutorials, independent study, PDP tutorials and work-related learning. Sustained independent learning is progressively developed in levels 5 and 6, leading to the 6500WESTMC Dissertation. The Canvas VLE is used by students and staff to support student learning. Knowledge and understanding are acquired through both staff-led and student-centred strategies with a progressive emphasis on the latter as students develop as independent learners assessed by coursework and examinations. Assessment, as part of the learning process, involves feedback (diagnostic, formative or summative) that is timely and constructive and is designed to be coherent and balanced in order to facilitate the achievement of learning outcomes. 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 to build upon their own knowledge and interests. Assessment meets the criteria (QAA, School and LJMU) of validity, reliability and consistency and takes account of students with particular needs (SENDA compliant). Coursework artefacts include: individual and group essays based on given titles or titles negotiated with tutors; reviews; individual and group presentations; individual critical self-evaluation; logbooks; self-reflective portfolios; research exercises; annotated bibliographies; independent study projects and dissertations. Assessment methods comply with the revised QAA Quality Code for Higher Education.

## Opportunities for work related learning

The programme offers students the opportunity for WRL at level 4 in the core module 4505WESTMC Introduction to Media and Cultural Industries where students response to a client brief and prepare and evaluate a practical portfolio. At level 5 the assessment for the core module 5500WESTMC 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.

## Entry Requirements

Type	Description
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Other international requirements	Applicants must have an internationally recognised English language qualification equivalent to IELTS 6.0 (minimum of 5.5 in each component). All instruction on the programme will be in English.
International Baccalaureate	Acceptable on its own and combined with other qualifications. Additional information: 26 IB diploma points
A levels	Passes in three subjects at GCE Advanced level (local or London or equivalent).

### **Extra Entry Requirements**