

## Course Specification

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<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Wolverhampton School of Art		
<b>Course Code(s):</b>	MZ020P01UV MZ020P31UV	Full-time Part-time	18 Months 2 Years
<b>Course Title:</b>	MA Contemporary Media		
<b>Hierarchy of Awards:</b>	Master of Arts Contemporary Media Postgraduate Diploma Contemporary Media Postgraduate Certificate Contemporary Media University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	26/Apr/2017		
<b>Last Review:</b>	2015/6		
<b>Course Specification valid from:</b>	2009/0		
<b>Course Specification valid to:</b>	2021/2		

## Academic Staff

<b>Course Leader:</b>	Dr Maria Urbina
<b>Head of Department:</b>	Mr Pritpal Sembi

# Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

## Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

- You should have a good Honours degree in a relevant subject (eg. Media, Communications, PR, Journalism), but candidates with first degrees in other Humanities, Social Sciences, Arts and Business subjects will also be considered
- Substantial relevant experience or professional qualifications can substitute for graduate status
- You should also have a good standard of written and spoken English
- International entry requirements and application guidance can be found at <https://www.wlv.ac.uk/international/apply>

## Distinctive Features of the Course:

The MA Contemporary Media was specifically designed after consultation with various executives and producers across media industries. It is designed to be distinctive in terms of its form and content. The unique selling point of the MA Contemporary Media is that it embraces constantly evolving contemporary media practices thereby addressing the requirements of potential graduate employers. The choice of title, MA Contemporary not only differentiates it from other media MAs but also ensures flexibility both in terms of content evolution and market access.

The Pathway of the MA covers a route which progresses from History and Theory, Industry and Practice, Research Methods, News Production which give a base of academic theory and enables students to move onto practical or industry experience before completing their studies with a dissertation. Students may chose a dissertation which is a written assignment or they may chose a dissertation module which combines 60% written and 40% practical elements. This prescribed route through the various modules ensures that the student has sufficient and progressive knowledge before moving onto the next part of the course. This route has been praised by the External Examiner, who has commented that it give students a strong foundation on which to build their specific areas of interest informed by sound theory and practical advice.

The MA is taught by a combination of lectures, seminars, workshops, and practical sessions. A number of the modules are taught by individual supervisions between students and a designated tutor. The Course Leader assigns the most appropriate supervisor to student's choice of practical and research projects so that students can develop their own work together with the opportunity to learn from the expertise of the tutor.

Students are able to develop their own route through the MA and concentrate on their chosen areas of interest. These may include: television production, radio production, PR, press, on-line productions, media regulation and other areas of choice.

As well as the Media team involved in delivery of the MA Contemporary Media, the Course benefits from a number of professional visiting lecturers from various media industries. This affords students the opportunity to learn from experts in their field and to gain knowledge of industry practices and patterns of work to combine with their academic learning to enhance their understanding of contemporary media industries.

This MA has been very well received by all the students who have studied it during its first period of validation. The new MA has added modules to incorporate journalism and news production and digital

production and this will considerably add to the strength of the MA.

The MA has attracted students from the UK, Europe, Africa, China, and has benefited from the diversity and shared educational knowledge which have developed between students.

#### Educational Aims of the Course:

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Media Studies is a well established, diverse and stimulating academic subject. It is not only an academic discipline but is the basis of numerous careers in media industries. This MA has been developed in conjunction with leading industry producers and executives to ensure that its content is offering the best academic and practical expertise to students to equip them for future employment in media industries. The combination of academic theory and history, research skills and practical productions gives a well developed experience across a range of theoretical and practical analysis and practice.

The MA address a range of media industries television and radio production, on-line productions, Public Relations, Press, Broadcast Journalism and students can pursue their own route of interest as well as study the basic academic and industry knowledge that informs the MA.

This MA is designed to appeal to students who wish to follow a post-graduate degree which will give them an academic and professional engagement with Contemporary Media. It gives an opportunity to follow a well designed route which combines essential academic knowledge, practical production experience and the chance to choose a pathway of specific interest to the student.

As well as the required academic and practical skills which are shared with the students, the course delivers a perspective on contemporary media which shows the abilities and enthusiasms which are needed for a career in any branch of media. By its engagement with various media forms and the input from professional media practitioners, as well as academic tutors, it gives students both the opportunity to study the subject from a number of theoretical and practical perspectives, develop their own interests and to understand personal commitment and enthusiasm that is required for work in any chosen media career.

#### Intakes:

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September  
January

#### Major Source of Funding:

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Office for Students (OFS)

#### Tuition Fees:

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Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time	£6400.00
2020/1	Overseas	Full Time	£13350.00
2020/1	H	Part Time	£3200.00

#### PSRB:

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None

## Course Structure:

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Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

## Learning, Teaching and Assessment

### Academic Regulations Exemption:

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None

### Reference Points:

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- [Subject Benchmarks – Postgraduate Masters:](#)
- QAA Benchmark for Communications, Media, Film and Cultural Studies
- [Equality Act \(2010\)](#)

### Learning Outcomes:

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#### PGCert Course Learning Outcome 1 (PGCCL01)

"Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: 1. to evaluate critically current research and advanced scholarship in the discipline. 2. to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."

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#### PGCert Course Learning Outcome 2 (PGCCL02)

"Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level."

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#### PGCert Course Learning Outcome 3 (PGCCL03)

"Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline."

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#### PGCert Course Learning Outcome 4 (PGCCL04)

"Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences."

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#### PGCert Course Learning Outcome 5 (PGCCL05)

"Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level."

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#### PGCert Course Learning Outcome 6 (PGCCL06)

Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of

initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.

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PGDip Course Learning Outcome 1 (PGDCLO1)

"Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: 1. to evaluate critically current research and advanced scholarship in the discipline 2. to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."

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PGDip Course Learning Outcome 2 (PGDCLO2)

"Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level."

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PGDip Course Learning Outcome 3 (PGDCLO3)

"Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline."

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PGDip Course Learning Outcome 4 (PGDCLO4)

"Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences."

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PGDip Course Learning Outcome 5 (PGDCLO5)

"Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level."

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PGDip Course Learning Outcome 6 (PGDCLO6)

Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.

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Masters Course Learning Outcome 1 (MACLO1)

"Demonstrate a critical understanding of contemporary media, its history and understand theoretical perspectives and analyses which can be applied to various media forms. "

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Masters Course Learning Outcome 2 (MACLO2)

Demonstrate a critical appreciation of contemporary trends within the media industry landscape and the impact of digital media and the capacity to undertake research into relevant topical issues.

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Masters Course Learning Outcome 3 (MACLO3)

"Engage in industry standard professional practice; utilise appropriate facilities (hardware and software), apply their own creative and management skills to produce communications productions to meet a specified standard."

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#### Masters Course Learning Outcome 4 (MACLO4)

"Demonstrate personal effectiveness; self awareness and self-management; time management; sensitivity to diversity in people and different situations; the ability to continue learning through reflection and practice. Demonstrate a high level of interpersonal communication skills: listening, negotiating and persuading and informing others by oral and written communication "

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#### Masters Course Learning Outcome 5 (MACLO5)

"To evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."

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#### Masters Course Learning Outcome 6 (MACLO6)

To evaluate critically current research and advanced scholarship in the discipline and undertake a sustained written postgraduate work which demonstrates the intellectual capacity and subject knowledge sufficient to engage with original enquiry into an aspect of the contemporary media landscape.

#### Overview of Assessment:

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Module	Title	Course Learning Outcomes
7MZ001	Contemporary Media 1 Theory and History	MACLO1, MACLO2, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGCCLO4, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4
7MZ004	Contemporary Media Research Methods	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO5, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO5
7MZ005	News Production Theory and Practice	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO4, PGDCLO5, PGDCLO6
7MZ006	Media Industry Placement	MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO2, PGCCLO5, PGCCLO6, PGDCLO2, PGDCLO4, PGDCLO5, PGDCLO6
7MZ009	Dissertation - Practical and Written	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6
7MZ010	Contemporary Media Dissertation - Written	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6
7MZ011	Principles of Public Relations and Management	MACLO1, MACLO2, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO2, PGDCLO5, PGDCLO6
7MZ019	Ethical Issues in a Digital Age	MACLO1, MACLO2, MACLO4, MACLO6, PGCCLO1, PGCCLO2, PGCCLO3, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4
7MZ020	Data Journalism	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5, PGDCLO6
7MZ021	Convergent Media	MACLO1, MACLO2, MACLO3, MACLO4, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO4, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4

#### Teaching, Learning and Assessment:

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- Lectures
- Seminars
- Workshops
- Lecturers from Visiting Professionals
- Practical Exercises with Visiting Professionals
- Online Research

- Group and Individual tutorials
- Self directed creative and academic work
- Professional Experience
- Practical Productions
- Individual Tutor lead supervisions for sustained written academic work
- Sustained Tutor and Media Support for practical productions
- Engagement at all times with digital literacy and media technology
- Opportunities to meet with industry professionals both within the university and by other media related opportunities – e.g. Royal Television Society events, Visits to Media organisations.

## Assessment Methods:

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At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)  
 Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)  
 Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

## Student Support:

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All students have access to the School's student support arrangements. The Course Leader is available for generic academic counselling at arranged times and is always available by email to help and advise students and arrange meetings. Module advice is available from module leaders at times to be arranged between student and tutors.

The implications of technology are integral to this MA. Contemporary Media exists as one of the engines which drive the use of technology. Engagement with technology is a major part of the course and students are both using and studying the value and implications of the constantly evolving technological developments. Video and radio production facilities are available for use by students.

## Employability in the Curriculum:

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Creative Industries currently contribute £60bn to the UK's annual national economy (6.2% of the UK's Gross Value Added) and generate an additional £1.6bn through exports. According to the government's Department of Culture, Media and Sport,

'Creative employment provides around two million jobs, in the creative sector itself and in creative roles in other sectors. Employment in this sector has grown at double the rate of the economy as a whole.' It therefore appears that the prospects for graduates of this type of MA will have a good potential for future employment.

The experience of the MA currently provided has attracted a wide range of international students from Africa, China, Europe, Cyprus together with students from the United Kingdom, including graduates from Media and Communications, Media & Cultural Studies, as well as graduates from the School of Art & Design. The course has also attracted lecturers from Further Education Colleges in the region who have increased their qualifications to further their careers.

This MA was specifically designed after consultation with various executives and producers from across media industries. It is designed to be distinctive in terms of its form and content. Because of the unique nature of the MA and its links with media industries, it does afford students the opportunity to study from an

academic base, the necessary skills and knowledge of industry practices which will enable them to offer potential employers a sound understanding of the various media industries and their knowledge of the needs of potential employers.

Possible Career Routes include but are not restricted to:

- Television Research
- Journalist – broadcast and print
- Web Creators
- Careers in Drama – production
- On-line Journalism
- Public Relations
- Media Teacher
- Director
- Producer
- Development Producer
- e-learning Developer
- Ph.D Research
- Media careers in other industries – i.e. Police, Retail, Public Services, etc.,

