

## Course Specification

<b>Published Date:</b>	11-Jul-2019
<b>Produced By:</b>	Oliver Jones
<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	School of Media		
<b>Course Code(s):</b>	MZ024H01UV MZ024H31UV	Full-time Part-time	3 Years 6 Years
<b>Course Title:</b>	BA (Hons) Media		
<b>Hierarchy of Awards:</b>	Bachelor of Arts with Honours Media Bachelor of Arts Media Diploma of Higher Education Media Certificate of Higher Education Media University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	10/May/2017		
<b>Last Review:</b>	2015/6		
<b>Course Specification valid from:</b>	2015/6		
<b>Course Specification valid to:</b>	2021/2		

## Academic Staff

<b>Course Leader:</b>	Dr Alan Apperley
<b>Head of Department:</b>	Dr Bianca Fox

# Course Information

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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.

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## Entry Requirements:

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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)

### 2017 Entry

- CCC from 'A' levels
- BTEC National Diploma grade DD
- BTEC QCF Extended Diploma grade MMM
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).
- If you've got other qualifications or relevant experience, please contact [The Gateway](#) for further advice before applying.
- International entry requirements and application guidance can be found [here](#)
- Successful completion of the [International Foundation Year in Social Sciences](#) or [International Foundation Year in Arts](#)

### Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see <http://wlv.ac.uk/mature> for further information.

Those who do not meet the entry requirements may be offered an alternative course.

### Distinctive Features of the Course:

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The degree in Media is taught by a dedicated staff team from a range of academic and media industry backgrounds. You will therefore encounter diverse perspectives and evaluations of the role of the media in contemporary cultures. You will have the opportunity to develop the practical skills and knowledge necessary to work in the media and related industries.

### Educational Aims of the Course:

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The degree in Media aims to provide you with an understanding of the significant role that media plays in contemporary cultures. On the course you will explore a variety of forms of media and their impact upon how we communicate in the global context. Forms of media range from radio, TV and newspapers to multimedia platforms, smart phones, tablets and iPlayers. you will learn about the ways in which media shape both our understanding of the world, and our perceptions of our place in that world. You will also develop some understanding of the role and responsibility of the media, and the power of communication in a rapidly changing and multicultural society. You will have the opportunity to undertake some form of media production work, including the possibility of an industry placement, thereby gaining valuable practical experience.

You will develop a range of research and analytical skills that are required not only in the creative and media industries, but also more generally in the public and private sectors. Graduates in Media have taken up a wide

variety of careers including: working in radio, television, journalism and marketing, as well as various management and communication roles in retail, business and local government. The degree in Media provides an excellent foundation for continuing studies at a post-graduate level, and is a pathway to taking our MA programmes in either Contemporary Media or Popular Culture.

In addition, if you choose to undertake the optional sandwich version of the degree, the course will allow you to acquire technical skills in the workplace and enable you to integrate knowledge gained in the theoretical aspects of the course into the professional environment.

#### Intakes:

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September  
January

#### Major Source of Funding:

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HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

#### 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
2017/8	H	Full Time / Sandwich	£9250.00
2017/8	EU	Full Time / Sandwich	£9250.00
2017/8	Overseas	Full Time / Sandwich	£11475.00
2017/8	H	Part Time	£2835.00
2017/8	EU	Part Time	£2835.00
2017/8	Overseas	Part Time	£5738.00
2018/9	H	Full Time / Sandwich	£9250.00
2018/9	EU	Full Time / Sandwich	£9250.00
2018/9	Overseas	Full Time / Sandwich	£11700.00
2018/9	H	Part Time	£2925.00
2018/9	Overseas	Part Time	£5850.00
2018/9	EU	Part Time	£2925.00
2019/0	H	Full Time / Sandwich	£9250.00
2019/0	EU	Full Time / Sandwich	£9250.00
2019/0	Overseas	Full Time / Sandwich	£12000.00
2019/0	H	Part Time	£2975.00
2019/0	Overseas	Part Time	£6000
2019/0	EU	Part Time	£2975.00

#### PSRB:

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None

## Course Structure:

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### January (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

#### Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4MZ009	Key Concepts in Media, Communication and Cultural Studies	20	SEM2	Core
4MZ010	Media, Politics and Power	20	SEM2	Core

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

4DM034 is the production option. 4DM016 is a pre-requisite for 4DM034.

4HU002	Popular Culture	20	SEM2	
4HU003	From Student to Scholar	20	SEM2	
4WL002	Basic Language	20	SEM2	
4WL003	Elementary Language	20	SEM2	
4DM034	Film & Television Production -The Magazine	20	SEM2	

4MZ001	Media, Culture and Society	20	SEM1	Core
4MZ018	Visual Studies	20	SEM1	Core

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

4DM016 is the Production Option

4FI006	Representing the Real: From Documentary Film to Reality TV	20	SEM1	
4HU003	From Student to Scholar	20	SEM1	
4WL002	Basic Language	20	SEM1	
4WL003	Elementary Language	20	SEM1	
4DM016	Technical Production Skills in Video and Film	20	SEM1	

## January (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5MZ014	Analysing Media Texts	20	SEM2	Core

**For this option group you must choose a minimum of 40 credits and a maximum of 40 credits**

5DM019 is the production option. 4DM016 and 4DM034 are pre-requisites and must be completed before studying 5DM019.

5FI003	New Wave Cinemas	20	SEM2	
5MZ027	Mediated Lives: Lifestyle and Celebrity Culture	20	SEM2	
5WL001	Basic Language	20	SEM2	
5WL002	Elementary Language	20	SEM2	
5DM019	Social Action Video Production	20	SEM2	

5MZ004	Media, Communication and Ethics	20	SEM1	Core
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**For this option group you must choose a minimum of 40 credits and a maximum of 40 credits**

5DM025 is the production option. 4DM016 and 4DM034 are pre-requisites and must be completed before studying 5DM025.

5MZ026	The Idea of Culture	20	SEM1	
5HU003	Body, Sexuality and Identity	20	SEM1	
5WL001	Basic Language	20	SEM1	
5WL002	Elementary Language	20	SEM1	
5DM025	Documentary Production	20	SEM1	

## January (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

<b>Module</b>	<b>Title</b>	<b>Credits</b>	<b>Period</b>	<b>Type</b>
6MZ005	Persuasion and Influence	20	SEM2	Core
6MZ020	Research Planning and Design	20	SEM2	Core
6MZ019	Media Activism	20	SEM2	Core
6MZ012	Global Media/Global Culture	20	SEM1	Core
6MZ002	Independent Study - Written Project: Media, Communications, Cultural Studies, Broadcast Journalism and Public Relations	20	SEM1	Core
6MZ001	Media, Religion and Ethics	20	SEM1	Core

## September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4MZ001	Media, Culture and Society	20	SEM1	Core
4MZ018	Visual Studies	20	SEM1	Core
4MZ009	Key Concepts in Media, Communication and Cultural Studies	20	SEM2	Core
4MZ010	Media, Politics and Power	20	SEM2	Core

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

4DM016 is the Production Option

4FI006	Representing the Real: From Documentary Film to Reality TV	20	SEM1
4HU003	From Student to Scholar	20	SEM1
4WL002	Basic Language	20	SEM1
4WL003	Elementary Language	20	SEM1
4DM016	Technical Production Skills in Video and Film	20	SEM1

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

4DM034 is the production option. 4DM016 is a pre-requisite for 4DM034.

4HU002	Popular Culture	20	SEM2
4HU003	From Student to Scholar	20	SEM2
4WL002	Basic Language	20	SEM2
4WL003	Elementary Language	20	SEM2
4DM034	Film & Television Production -The Magazine	20	SEM2

## September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5MZ004	Media, Communication and Ethics	20	SEM1	Core
5MZ014	Analysing Media Texts	20	SEM2	Core

**For this option group you must choose a minimum of 40 credits and a maximum of 40 credits**

5DM025 is the production option. 4DM016 and 4DM034 are pre-requisites and must be completed before studying 5DM025.

5MZ026	The Idea of Culture	20	SEM1
5HU003	Body, Sexuality and Identity	20	SEM1
5WL001	Basic Language	20	SEM1
5WL002	Elementary Language	20	SEM1
5DM025	Documentary Production	20	SEM1

**For this option group you must choose a minimum of 40 credits and a maximum of 40 credits**

5DM019 is the production option. 4DM016 and 4DM034 are pre-requisites and must be completed before studying 5DM019.

5FI003	New Wave Cinemas	20	SEM2
5MZ027	Mediated Lives: Lifestyle and Celebrity Culture	20	SEM2
5WL001	Basic Language	20	SEM2
5WL002	Elementary Language	20	SEM2
5DM019	Social Action Video Production	20	SEM2

## September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.



Module	Title	Credits	Period	Type
6MZ012	Global Media/Global Culture	20	SEM1	Core
6MZ005	Persuasion and Influence	20	SEM2	Core
6MZ001	Media, Religion and Ethics	20	SEM1	Core
6MZ019	Media Activism	20	SEM2	Core

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

Students should study 6MZ020 on the Research Design and Implementation Strand.

Students should study 6DM015 on the Practical production strand. 5DM025 and 5DM019 are pre-requisites and must be completed before studying 6DM015.

Students should study 6DM027 on the Employability and Work Placement Strand.

6MZ020	Research Planning and Design	20	SEM1
6DM015	Pre-Production	20	SEM1
6DM027	Opportunity, Entrepreneurship and Employability in the Creative Industries	20	SEM1

**For this option group you must choose a minimum of 20 credits and a maximum of 20 credits**

Students should study 6MZ002 on the Research Design and Implementation Strand. 6MZ020 is a pre-requisite and must be completed before studying 6MZ002.

Students should study 6DM026 on the Practical production strand. 6DM015 is a prerequisite and must be completed before studying 6DM026.

Students should study 6MZ021 on the Employability and Work Placement Strand. 6DM027 is a pre-requisite and must be completed before studying 6MZ021.

6MZ002	Independent Study - Written Project: Media, Communications, Cultural Studies, Broadcast Journalism and Public Relations	20	SEM2
6DM026	Documentary and Factual Production	20	SEM2
6MZ021	Work Placement	20	SEM2

## Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including :

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#) – Communication, media, film and cultural studies

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

[Equality Act \(2010\)](#)

**Learning Outcomes:**

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CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with the media, and an ability to evaluate and interpret media texts

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CertHE Course Learning Outcome 2 (CHECLO2)

2. Demonstrate an ability to present, evaluate and interpret qualitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of media studies.

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CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to media studies

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CertHE Course Learning Outcome 4 (CHECLO4)

Communicate the results of your study of the media accurately and reliably, and with structured and coherent arguments

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CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

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DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of media studies, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

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DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply the underlying concepts and principles media studies to other contexts, including, where appropriate, the application of those principles in an employment context

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DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study non-Hons

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DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established methodologies to initiate and undertake critical analysis of media texts and audiences.

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DipHE Course Learning Outcome 5 (DHECLO5)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively

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DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

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Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Engage with and analyse contemporary media texts, industry practices and media audiences.

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Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Demonstrate knowledge of the interrelationship between media texts and the construction of cultural identities, such as class, gender, ethnicity and age.

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Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Demonstrate knowledge of methods and theories in the analysis of media and cultural texts.

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Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Demonstrate knowledge of the institutional, political, economic and cultural factors that have an impact on the production and reception of media in regional, national and international contexts.

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Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Demonstrate knowledge of the conventions across a diverse range of media forms and texts

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Ordinary Degree Course Learning Outcome 6 (ORDCLO6)

Demonstrate independent learning

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Honours Degree Course Learning Outcome 1 (DEGCLO1)

Critically engage with and analyse contemporary media texts, industry practices and media audiences.

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Honours Degree Course Learning Outcome 2 (DEGCLO2)

Understand the interrelationship between media texts and the construction of cultural identities, such as class, gender, ethnicity and age.

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Honours Degree Course Learning Outcome 3 (DEGCLO3)

Apply appropriate methods and theories in the analysis of media and cultural texts.

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Honours Degree Course Learning Outcome 4 (DEGCLO4)

Demonstrate a critically informed understanding of the institutional, political, economic and cultural factors that have an impact on the production and reception of media in regional, national and international contexts.

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## Honours Degree Course Learning Outcome 5 (DEGCLO5)

Understand the conventions across a diverse range of media forms and texts.

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## Honours Degree Course Learning Outcome 6 (DEGCLO6)

Demonstrate independent research skills

### Overview of Assessment:

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Module	Title	Course Learning Outcomes
4DM016	Technical Production Skills in Video and Film	CHECLO2, CHECLO5
4DM034	Film & Television Production -The Magazine	CHECLO2, CHECLO4, CHECLO5
4FI006	Representing the Real: From Documentary Film to Reality TV	CHECLO2, CHECLO3, CHECLO4, CHECLO5
4HU002	Popular Culture	CHECLO1, CHECLO2, CHECLO4
4HU003	From Student to Scholar	CHECLO2, CHECLO5
4MZ001	Media, Culture and Society	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MZ009	Key Concepts in Media, Communication and Cultural Studies	CHECLO1, CHECLO2, CHECLO3, CHECLO4
4MZ010	Media, Politics and Power	CHECLO1, CHECLO3, CHECLO4
4MZ018	Visual Studies	CHECLO1, CHECLO3, CHECLO4, CHECLO5
4WL002	Basic Language	CHECLO5
4WL003	Elementary Language	CHECLO5
5DM019	Social Action Video Production	DHECLO1, DHECLO4, DHECLO6
5DM025	Documentary Production	DHECLO2, DHECLO5, DHECLO6
5FI003	New Wave Cinemas	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5HU003	Body, Sexuality and Identity	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MZ004	Media, Communication and Ethics	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO6
5MZ014	Analysing Media Texts	DHECLO1, DHECLO2, DHECLO5, DHECLO6
5MZ026	The Idea of Culture	DHECLO2, DHECLO3, DHECLO4, DHECLO6
5MZ027	Mediated Lives: Lifestyle and Celebrity Culture	DHECLO1, DHECLO2, DHECLO3, DHECLO5, DHECLO6
5WL001	Basic Language	DHECLO6
5WL002	Elementary Language	DHECLO6
6DM015	Pre-Production	DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO4, ORDCLO5, ORDCLO6
6DM026	Documentary and Factual Production	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5, ORDCLO6
6MZ001	Media, Religion and Ethics	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6MZ002	Independent Study - Written Project: Media, Communications, Cultural Studies, Broadcast Journalism and Public Relations	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6

Module Title	Course Learning Outcomes
6MZ005 Persuasion and Influence	DEGCLO2, DEGCLO3, DEGCLO5, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO5, ORDCLO6
6MZ012 Global Media/Global Culture	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6MZ019 Media Activism	DEGCLO1, DEGCLO3, ORDCLO1, ORDCLO3
6MZ020 Research Planning and Design	DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO3, ORDCLO4, ORDCLO6
6MZ021 Work Placement	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MZ027 The Multi-platform Newsroom	DEGCLO1, DEGCLO2, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO4, ORDCLO5, ORDCLO6

### Teaching, Learning and Assessment:

Students on the Media degree can expect to encounter a wide variety of learning activities in the course of their studies, designed to ensure that a range of learning styles and abilities is catered for.

Students in the course of their studies engage in a mixture of traditional and cutting-edge learning activities. Independent learning takes place through attendance at lectures, contributions to seminars and workshops, and via research on- and off-line. Engaging in independent research demonstrates commitment, self-reliance, self-motivation and enterprise on the part of the student – all key skills in the creative industries. Group learning takes place in a variety of contexts, whether in preparing presentations, discussing topics in workshops and seminars, or producing media content (videos, radio broadcasts, podcasts), and enables students to develop and refine key collaborative skills, essential for a career in the creative industries.

### Learning and Teaching Methods:

This data indicates the proportion of time in each year of study that students can expect to engage in the following activities (expressed as a percentage for each level).

Level	Teaching	Independent	Placement
4	24	76	0
5	24	76	0
6	15	85	0

### Assessment Methods:

This data indicates the proportion of summative assessment in each year of study that will derive from the following: (expressed as a percentage for each level).

Level	Written Exams	Practical Exams	Coursework
4	0	7	93
5	0	12	88
6	0	7	93

### Student Support:

Studies skills, such as finding, understanding and using academic sources, research skills writing and

communication skills are embedded in core modules. Students can obtain additional support from the Learning Centres which provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: [www.wlv.ac.uk/lib/skills](http://www.wlv.ac.uk/lib/skills).

One to one study skills tutorials are offered by tutors in the Faculty of Arts and can be booked by emailing [artstudentstupport@wlv.ac.uk](mailto:artstudentstupport@wlv.ac.uk).

### Employability in the Curriculum:

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Graduates in Media have taken up a wide variety of careers including: working in radio, television, journalism and marketing, as well as various management and communication roles in retail, business and local government. The degree in Media provides an excellent foundation for continuing studies at a post-graduate level, and is a pathway to taking our MA programmes in either Contemporary Media or Popular Culture.

Add in the following:

Whilst employability is embedded in all modules it is extended in the following modules

6MZ021 Work Placement module

6MZ020 Research Planning and Design

5DM019 Social Action Video Production



THE UNIVERSITY OF OPPORTUNITY