

Course Specification

Published Date:	21-Sep-2020
Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton School of Art		
Course Code(s):	MZ024K23UV	Sandwich	4 Years
UCAS Code:	237Z		
Course Title:	BA (Hons) Media with Sandwich Placement		
Hierarchy of Awards:	Bachelor of Arts with Honours Media with Sandwich Placement Bachelor of Arts with Honours Media Bachelor of Arts Media with Sandwich Placement Bachelor of Arts Media, having satisfactorily completed a sandwich placement Diploma of Higher Education Media Certificate of Higher Education Media University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	10/May/2017		
Last Review:	2015/6		
Course Specification valid from:	2015/6		
Course Specification valid to:	2021/2		

Academic Staff

Course Leader:	Dr William Pawlett
Head of Department:	Dr Bianca Fox

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)

- 240 UCAS points from at least two 'A' levels or equivalent
- BTEC National Diploma grade MMM
- 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 us for further advice before applying.

International student language requirements and application guidance can be found at <http://www.wlv.ac.uk/international/apply>

Successful completion of the Foundation year of the BA (Hons) Humanities and Media guarantees entry on to this course

Distinctive Features of the Course:

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:

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:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

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 / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00

PSRB:

None

Course Structure:

September (Sandwich)

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
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
4DM034	Film & Television Production -The Magazine	20	SEM2

September (Sandwich)

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
5FI008	Film and TV Representations: Race, Gender and Sexuality on Screen	20	SEM1	Core
5FI003	New Wave Cinemas	20	SEM2	Core

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

5HU003	Body, Sexuality and Identity	20	SEM1	
5DM041	Screenwriting	20	SEM1	

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

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

5MZ027	Mediated Lives: Lifestyle and Celebrity Culture	20	SEM2	
5DM019	Social Action Video Production	20	SEM2	

September (Sandwich)

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
5AD011	Professional Placement (Sandwich)	40	YEAR	Core

September (Sandwich)

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

Year 4

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
6MZ002	Independent Study - Written Project in Media	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.

6MZ020	Research Planning and Design	20	SEM1
6DM015	Pre-Production	20	SEM1

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

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

6MZ019	Media Activism	20	SEM2
6DM026	Documentary and Factual Production	20	SEM2

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:

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 (2008)

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

[University Policies and Regulations](#)

Learning Outcomes:

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

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.

CertHE Course Learning Outcome 3 (CHECLO3)

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

CertHE Course Learning Outcome 4 (CHECLO4)

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

CertHE Course Learning Outcome 5 (CHECLO5)

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

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.

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

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

DipHE Course Learning Outcome 4 (DHECLO4)

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

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

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.

Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

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

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.

Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

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

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.

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

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

Ordinary Degree Course Learning Outcome 6 (ORDCLO6)

Demonstrate independent learning

Honours Degree Course Learning Outcome 1 (DEGCLO1)

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

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.

Honours Degree Course Learning Outcome 3 (DEGCLO3)

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

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.

Honours Degree Course Learning Outcome 5 (DEGCLO5)

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

Honours Degree Course Learning Outcome 6 (DEGCLO6)

Demonstrate independent research skills

Overview of Assessment:

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
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
5AD011	Professional Placement (Sandwich)	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5DM019	Social Action Video Production	DHECLO1, DHECLO4, DHECLO6
5DM041	Screenwriting	DHECLO2, DHECLO5, DHECLO6
5FI003	New Wave Cinemas	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5FI008	Film and TV Representations: Race, Gender and Sexuality on Screen	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO6
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
5MZ027	Mediated Lives: Lifestyle and Celebrity Culture	DHECLO1, DHECLO2, DHECLO3, DHECLO5, 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 in Media	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
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

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.

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.

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.

Students can expect to encounter a variety of assessment tasks in the course of their studies, including for example essays, oral presentations (working either as individuals or in groups), on-line forum discussions, practical work (such as media content production, podcasting, blogging etc), individual or group projects, library searches and other research tasks.

The nature of assessment, and the level of ability expected of the students, changes with each level of study.

Level Four Students will be expected to demonstrate a basic understanding of the subject. Assignments at this level are designed not only to test a student's knowledge of the subject, but also to ensure a basic understanding of key theoretical and methodological issues, and a familiarity with the academic terminology. Assignments at this level are designed to assess a student's basic academic skills, such as the ability to summarise an argument effectively, express ideas clearly and concisely, to find and use appropriate academic sources, etc.

Level Five assignments are designed to allow students the opportunity to demonstrate a more in-depth, detailed understanding of theoretical and methodological issues. In particular students will be assessed on their ability to analyse media and cultural texts, and communication practices. Students will be expected to be able to apply their theoretical knowledge to particular media texts and/or communication practices.

Level Six assignments are designed to assess the student's substantial knowledge of the subject, and also the ability to rigorously apply theories and methodologies in the analysis of media texts and communication practices. At this level, students will be expected to demonstrate a critical engagement with the subject. Furthermore, assessments at this level will test their competence as independent learners. All of the skills, knowledge and competences acquired over the three years of study will be assessed in the final year project

Assessment Methods:

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:

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.

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.

Employability in the Curriculum:

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.

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

6MZ020 Research Planning and Design

5DM019 Social Action Video Production



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