

Course Specification

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

Core Information

Awarding Body / Institution:	University of Wolverhamp	on	
School / Institute:	Wolverhampton School of	Art	
Course Code(s):	MZ024T01UV MZ024T31UV	Full-time Part-time	4 Years 8 Years
UCAS Code:	P300		
Course Title:	BA (Hons) Media with Four	ndation Year	
Hierarchy of Awards:	Bachelor of Arts with Hono Bachelor of Arts Media Diploma of Higher Educati Certificate of Higher Educa Foundation and Preparator University Statement of Cr	on Media ation Media	redit
Language of Study:	English		
Date of DAG approval:	01/Sep/2017		
Last Review:	2020/1		
Course Specification valid from:	2015/6		
Course Specification valid to:	2026/7		

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

Typical Entry Requirements:

DD from A level

BTEC QCF Extended Diploma grade PPP, BTEC QCF Diploma grade MP

Pass Access to HE Diploma (Full Award)

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

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.

Younger applicants who do not meet the entry requirements may be asked to attend interview and/or to provide a sample of their academic writing, or they may be offered an alternative 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. In particular you will understand how contemporary media texts are frequently informed by other texts.

You will have the opportunity to develop the practical skills and knowledge necessary to work in the media and related industries

You can develop the skills and knowledge that you need to study at undergraduate level during the foundation part of your degree, building on your strengths and working on your weaknesses, so that you can feel confident that by the end you are ready to commence a degree course, and to apply the skills to undertake the directed and independent learning which will help you to achieve your potential. This will allow you to embark on Level 4 study in an appropriate undergraduate discipline or combined award, confident that you have developed the skills and chosen the most relevant subject area(s) to specialise in, which will allow you to perform strongly at degree level and enhance your career aims.

All of our foundation modules are taught in small subject-specific groups. Several of the modules on the foundation part of the degree are assessed via portfolio, so lots of tasks contribute to your final grade This means that we can give you credit for the things that you do best, and give you support to identify areas of strength and areas for potential development. For the foundation part of the degree you will study two taught modules per semester, in the autumn semester you will study one 40 credit study skills module, this is designed to help you get to grips with university life and to gain the skills you need to exceed at degree level. The other 20 credit module contains subject-specific content, so you begin learning your subject from day one.

In the spring semester you will take one subject-specific module, plus your individual project, this guarantees you weekly one-to-one sessions with a subject-specific member of our team, in these sessions you will work with your tutor to develop your own project on what interests you the most. For the degree part of the course you will study three modules per semester.

You will have access to an Academic Coach for the first two years of this course, this person can help with study skills as well as providing support for the transition to University life.

Educational Aims of the Course:

This course features a co-ordinated approach to the study of Media. The aim of this degree is to break down the artificial barriers that have separated the written word from contemporary forms of communication such as radio, television and multimedia platforms. On this course you will learn about the ways in which media both reflects and shapes our understanding of the world, and our perceptions of our place in that world.

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 our MA programmes in English, Contemporary Media or Popular Culture.

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	Н	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	Н	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

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None

Course Structure:

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

Module	Title	Credits	Period	Туре
3GK013	Project-Based Learning	40	SEM2	Core
3HU005	Multiculturalism? Society & Culture in Modern Britain	20	SEM2	Core
3GK012	Preparing for Success at University	40	SEM1	Core
3GK014	Wolverhampton and its People	20	SEM1	Core

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

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

4HU002	Popular Culture	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

4FI006	Representing the Real: From Documentary Film to Reality TV	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 3

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

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

5MZ004	Media, Communication and Ethics	20	SEM1	Core
5FI008	Film and TV Representations: Race, Gender and Sexuality on Screen	20	SEM1	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

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 4

Module	Title	Credits	Period	Type
6MZ005	Persuasion and Influence	20	SEM2	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

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

6MZ012	Global Media/Global Culture	20	SEM1	Core
6MZ001	Media, Religion and Ethics	20	SEM1	Core

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

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

Module	Title	Credits	Period	Type
3GK012	Preparing for Success at University	40	SEM1	Core
3GK014	Wolverhampton and its People	20	SEM1	Core
3GK013	Project-Based Learning	40	SEM2	Core
3HU005	Multiculturalism? Society & Culture in Modern Britain	20	SEM2	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 2

Module	Title	Credits	Period	Туре
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

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 (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

Module	Title	Credits	Period	Туре
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

5DM041 Screenwriting 20 SEM1	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 (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 4

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

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

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.

6DM026	Documentary and Factual Production	20	SEM2
6MZ019	Media Activism	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	1:
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None

Reference Points:

Quality Code - Part A: Setting and Maintaining Academic Standards. Including:

Qualifications Frameworks

Characteristics Statements

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<u>Subject Benchmark Statements</u> – Communication, Media, Film and Cultural Studies (2008)

English (2015)

Quality Code - Part B: Assuring and Enhancing Academic Quality

University Policies and Regulations

Equality Act (2010)

Learning Outcomes:

Foundation Year Course Learning Outcome 1 (UCCLO1)

Can articulate your understanding of a range of facts and theories relating to the subjects studied.

Foundation Year Course Learning Outcome 2 (UCCLO2)

Can complete tasks and address problems that, while well-defined, may be complex and non-routine

Foundation Year Course Learning Outcome 3 (UCCLO3)

Can interpret and evaluate relevant information and ideas.

Foundation Year Course Learning Outcome 4 (UCCLO4)

Can describe key academic skills and conventions, appropriate to the level of study, and apply them to your work.

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)

"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 nonspecialist 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, aindustry 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, a 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
3GK012	Preparing for Success at University	UCCLO1, UCCLO3, UCCLO4
3GK013	Project-Based Learning	UCCLO1, UCCLO3, UCCLO4
3GK014	Wolverhampton and its People	UCCLO2, UCCLO4
3HU005	Multiculturalism? Society & Culture in Modern Britain	UCCLO1, UCCLO2, UCCLO3
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
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 English and 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 again allows students to develop and refine key collaborative skills, essential for a career in the creative industries.

Study 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 3 modules are taught in small groups and you will encounter a range of assessment and learning activities during your foundation year with us, including: a range of guest speakers, lectures, tutorials, seminars, small group work and one-to-one advice on your own projects. You will be assessed via a variety of written work, presentations, and in-class tasks during the foundation part of your degree with us

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:

General University support:

<u>University Learning Centres</u> are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases.

Learning Labs also provide students with academic skills support. 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

The <u>University Student Support website</u> offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support

Tutorials are available with lecturers and GTAs and can be booked by email, phone, or the university booking system. GTAs also offer drop-in sessions, which will be advertised to students in class and on the website. Your Academic Coach will also provide 1:1 support with developing study skills.

Employability in the Curriculum:

There are many opportunities to explore your employment potential if you study with us, including modules that see you go out into the world of work, opportunities to attend events at employability weeks every spring semester and activities and assignments that help you to explore and demonstrate the transferable skills that you have gained; including the production of material that can be taken to interviews/used in application forms to allow you to show potential employers what you can do.

THE UNIVERSITY OF OPPORTUNITY