



UNIVERSITY OF  
PORTSMOUTH

# COURSE SPECIFICATION

## *MA Media and Communication*

**Academic Standards, Quality and Partnerships  
Department of Student and Academic Administration**

**July 2021**

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# COURSE SPECIFICATION

<b>Course Title</b>	<b><i>MA Media and Communication</i></b>
Final Award	<i>MA</i>
Exit Awards	<i>PGCert, PGDip</i>
Course Code / UCAS code (if applicable)	<i>P2603FTC, C2603F P2603PTC, C2603P</i>
Mode of study	<i>Full time and part time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>1 year full time, 2 years part time</i>
Cohort(s) to which this course specification applies	<i>September 2019 intake onwards</i>
Awarding Body	<i>University of Portsmouth</i>
Teaching Institution	<i>University of Portsmouth</i>
Faculty	<i>Creative and Cultural Industries</i>
School/Department/Subject Group	<i>School of Film, Media and Communication</i>
School/Department/Subject Group webpage	<a href="#"><u><i>School of Film, Media and Communication</i></u></a>
Course webpage including entry criteria	<a href="#"><u><i>MA Media and Communication</i></u></a>
Professional and/or Statutory Regulatory Body accreditations	<i>N/A</i>
<a href="#"><u>Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level</u></a>	<i>Level 7</i>

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the [Course and Module Catalogue](#) for further information on the course structure and modules.

## Educational aims of the course

- To provide a flexible framework within which research students in relevant fields may acquire the research skills essential for the pursuit of their subject(s)
- To facilitate the development of subject specific skills to enable students to pursue postgraduate study and research within the fields of television and film studies.
- To equip postgraduates with the necessary transferable skills for lifelong learning and flexibility in the context of changing labour markets.
- To provide students with the skills and knowledge required to maximise career and postgraduate study opportunities
- To provide an awareness of the need to conduct research ethically and responsibly.

## Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The [Quality Assurance Agency for Higher Education \(QAA\)](#) sets out a national framework of qualification levels, and the associated standards of achievement are found in their [Framework for Higher Education Qualifications](#) document.

The Course Learning Outcomes for this course are outlined in the tables below.

**A. Knowledge and understanding of:**

<b>LO number</b>	<b>Learning outcome</b>	<b>Learning and Teaching methods</b>	<b>Assessment methods</b>
A1	Key current methodological issues in media studies.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
A2	Critical perspectives on the nature of the research process and modes of textual and other research analysis. The design and implementation of research plans.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
A3	Research Skills in the fields of IT, bibliographic and literature surveys, ethical and legal issues, employment and personal development.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
A4	Specialist subject knowledge in a variety of areas through independent study work, and/or Master's dissertation.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
A5	The interrelationship between different media forms within specific periods as well as issues of genre, visual style, political communication strategies, audience reception and authorship.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.

A6	Production and reception contexts of media forms.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
A7	The different generic qualities of texts and different modes of relation between one text and another.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.

**B. Cognitive (Intellectual or Thinking) skills, able to:**

<b>LO number</b>	<b>Learning outcome</b>	<b>Learning and Teaching methods</b>	<b>Assessment methods</b>
B1	Evaluate the application of research models (in terms of theory and practice) to areas of research.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
B2	Demonstrate an effective knowledge of a range of research methodologies.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
B3	Demonstrate general and subject specific research and information retrieval skills; collate, synthesise and analyse materials from a variety of sources.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
B4	Offer original applications of methodological knowledge to research problems and conclusions.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
B5	Apply theoretical approaches to readings of key media texts.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.

B6	Analyse the cross-media relationship and communication strategies in the range of texts examined.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, reports.
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**C. Practical (Professional or Subject) skills, able to:**

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Use critical skills in close reading and analysis of media texts (written, visual, broadcast and filmic texts).	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, script writing, reports.
C2	Retrieve and select appropriate information from a range of sources.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, script writing, reports.
C3	Select appropriate research methodologies.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, script writing, reports.
C4	Use bibliographical skills appropriate to the discipline, including accurate and consistent use of scholarly conventions of presentation.	Lectures, seminars, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, script writing, reports.

#### D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Demonstrate advanced literacy and oral and written communication skills, including the ability to present a rhetorically effective, coherent, well-supported, and sustained argument.	Lectures, seminars, tutorials, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, script writing, reports.
D2	Demonstrate self-management, initiative and personal responsibility in designing and conducting significant research projects.	Lectures, seminars, tutorials, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, script writing, reports.
D3	Work independently, demonstrating initiative, self-organisation and time-management skills.	Lectures, seminars, tutorials, group discussions, group work, group presentations, individual work placements.	Essays, student presentations, student seminar papers, poster presentations, dissertations, script writing, reports.

### Academic Regulations

The current University of Portsmouth [Academic Regulations](#) will apply to this course.

### Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the [MyPort](#) student portal.

In addition to these University support services this course also provides access to:

CCI Creative Skills: One to one support sessions and group tutorials in creative software and skills relevant to CCI courses and future careers.

CCI Academic Skills: Access to resources to support learning strategies and techniques through one to one tutorials or group workshops.

CCI Student Support Advisor: Help to find appropriate academic, pastoral or practical support.

## Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our [Policy for Listening to and Responding to the Student Voice](#) where you can also find further information.

### Reference Points

The course and outcomes have been developed taking account of:

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Strategy](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)
- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement:](#)
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Requirements of Professional and/or Statutory Regulatory Bodies: **N/A**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

### Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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