COURSE SPECIFICATION

BA (Hons) Media Studies

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

COURSE SPECIFICATION

Course Title	BA (Hons) Media Studies
Final Award	BA (Hons)
Exit Awards	CertHE, DipHE, BA
Course Code / UCAS code (if applicable)	U1346PYC, C1346S / P300
Mode of study	Full Time
Mode of delivery	Campus
Normal length of course	3 years. 4 years with placement
Cohort(s) to which this course specification applies	September 2019 intake onwards
Awarding Body	University of Portsmouth
Teaching Institution	University of Portsmouth
Faculty	Creative and Cultural Industries
School/Department/Subject Group	School of Film, Media and Communication
School/Department/Subject Group webpage	School of Film, Media and Communication
Course webpage including entry criteria	BA (Hons) Media Studies
Professional and/or Statutory Regulatory Body accreditations	None
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 6

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 challenging and stimulating study environment.
- To offer a dynamic and responsive programme in Media Studies.
- To develop skills of critical thinking and research.
- To develop versatile writing skills, from the academic to feature writing.
- To provide students with transferable skills in areas such as video production, market research and applied writing.
- To equip students with transferable skills for flexibility in the context of changing labour markets.
- To provide a thorough survey of the modern media industries in the digital age.
- To provide a programme of study which will be attractive and relevant to global students and partners.
- To provide students with the skills and knowledge required to maximize career and postgraduate study opportunities.
- To provide the opportunity for students to pursue a work placement and/or study abroad.

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:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	The economic forces which frame the media, cultural and creative industries, and the role of such industries in areas of contemporary personal, social and cultural life.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, Blogs, Industry-focused reports.
A2	Particular media forms and genres and the way in which they organise understandings, meanings and effects.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, Blogs, Dissertations, Formative tasks.
A3	The history of media organisations and their contribution to the shaping of the modern world.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, Blogs.
A4	The role of technology in terms of media production, access and use.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, Online quizzes, Formative tasks.
A5	The range of mediated writing from academic to the popular.	Lectures, Seminars, Workshops, Tutorials.	Reviews, Scripts, Essays,

			Presentations, Formative feedback.

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Gather, retrieve and synthesise information.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, Analyses.
B2	Appreciate the complex contexts of the evolving media landscape.	Lectures, Seminars, Workshops, Tutorials.	Learning supported by work experience.
B3	Engage analytically and critically with media and communication events and products.	Lectures, Seminars, Workshops.	Video production and scriptwriting market analyses and proposals.
B4	Select and develop research methodologies to support projects and written work.	Lectures, Seminars, Workshops, Tutorials.	Writing and research skills, dissertation, video, applied writing, formative tutorials.
B5	Demonstrate knowledge of media production software.	Workshops, Tutorials.	Skills developed in video production.

C. Practical (Professional or Subject) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Generate creative and original ideas.	Seminars, Tutorials. Workshops	Reports, Reviews. Features, Scripts, Essays, Formative assessment.
C2	Work flexibly and under pressure.	Lectures, Seminars, Workshops, Tutorials.	

C3	Work effectively in a team.	Lectures, Seminars, Group tutorials.	Group projects, research skills, video production.
C4	Write for a range of readerships.	Lectures, Workshops, Tutorials.	Write for a range of readerships, Scriptwriting.
C5	Demonstrate attainment of video production skills.	Workshops, Tutorials.	Video production.

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Communicate through a range of media, visually, orally, written.	Lectures, Seminars, Workshops, Tutorials.	Essays, Reports, Presentations, Video projects, Scripts, Features, Market analyses. Spoken presentations are developed via formative tutorials.
D2	Demonstrate skills of project management.	Seminars, Workshops, Tutorials.	Formative tutorials, tasks.
D3	Improve own learning and performance.	Lectures, Workshops, Seminars, Tutorials.	Formative assessments, Refection.
D4	Demonstrate an awareness of the world of work.	Careers unit, Placements, Work Experience, Industry-based.	Work-based learning, work placements.
D5	Demonstrate awareness of the workings of the modern media industries.	Lectures, Seminars, Tutorials.	Essays and industry-related reports, work placement.

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 Careers: Support to add degree-related and relevant work experience for CV building including a work placement year, summer or short internships and part-time work.

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.

Specialist equipment and facilities relevant to the course.

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: **Communication, Media, Film and Cultural Studies**
- 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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