UNIVERSITY OF LEADING THE WAY WESTMINSTER

# PROGRAMME SPECIFICATION

## Course record information

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| Name and level of final award: | **MA Global Media**<br>The Global Media is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible. |
| Name and level of intermediate awards: | Postgraduate Diploma Global Media<br>Postgraduate Certificate Global Media |
| Awarding body/institution: | University of Westminster |
| Teaching Institution: | University of Westminster |
| Status of awarding body/institution: | Recognised Body |
| Location of delivery: | Design, Creative and Digital Industries College (Harrow site) |
| Language of delivery and assessment: | English |
| Mode, length of study and normal starting month: | One year (full time). September start.<br>Two years (part time). September start. |
| QAA subject benchmarking group(s): | There are no Subject benchmark statements for Master's degrees in Media and Communication. The following benchmarks have been consulted; Honours Degree Benchmark Statements: Communication, media, film and cultural studies 2016 (QAA 251 06/16); and 'Securing and maintaining academic standards: benchmarking M level programmes' (2006) |
| Professional statutory or regulatory body: | N/A |
| Date of course validation/review: | First validated: 2005, reviewed 2011, 2018 |
| Date of programme specification approval: | December 2018 |
| Valid for cohorts: | 2019/20 |
| Course Leader: | Jacob Johanssen, Maria Michalis |
| Course URL: | westminster.ac.uk/courses/postgraduate |
| University of Westminster course code: | PMJMC04F (FT) PMJMC04P (PT) |
| JACS code: | 100444 (Media and Communication Studies) |
| UCAS code: | P035652 |

## Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/postgraduate/how-to-apply

## Aims of the course

The MA Global Media aims to provide students with the opportunity to study at graduate level. The course has been designed to match the Universities mission to provide education for professional life and meet the University policies on skills development and employability. The course structure follows the requirements of the modular frameworks and the academic regulations of the University. The aims of the course includes;

- Introduce students to key developments in the media and communications industries associated with the logic of globalisation, drawing on media/cultural studies, sociology and anthropology, political economy and international relations.
- Offer a comprehensive, interdisciplinary approach to Global Media.
- Explore the complex nature of the globalisation process, focusing on the emergence of both supra-national and sub-national developments.
- Examine the relationship between new contexts of cultural production and questions of collective cultures and identity.
- Offer knowledge and skills specific to the study of transnational context of media and communications.
- Encourage students to engage in critical thought, appropriate for future employment in the media and communications industries or for further academic research.

And to

- Research and write your own thesis on an area of Global Media.

## Employment and Further Study Opportunities

Graduates of the MA Global Media are able to work in a wide range of sectors and professions. The degree will benefit those seeking a competitive edge in a global careers market that values high-level skills in communication, research and critical thinking. This degree will be of particular interest to those who plan to work in the creative industries, as well as those already working in this field. The MA Global Media will also be of interest to students working in non-profit sectors, including NGOs and advocacy groups. It also provides an excellent preparation for those planning to continue their studies to PhD level. The MA places particular emphasis on those transferable skills that have always been central to an education in the humanities or social sciences: these are core skills in research and analysis, in critical thinking, and in communication; our graduates develop these to advanced levels, along with their knowledge and understanding of networked digital media and their global, social and cultural contexts. Graduates of this degree are informed, critical, adaptable, resourceful and creative. They are able to work both independently and collaboratively in roles that require advanced skills in finding, generating, analysing and communicating ideas and information, such as research, consultancy, administration and management.

Graduates have found jobs in middle- and upper management in media industries, as well as the broader private (e.g. consulting and advertising firms) and public sector (e.g. government ministries, regulatory authorities), international organisations and NGOs. Some graduates also continue to do PhD research. Success in their Masters degree has allowed many who have been in media jobs before joining the course to move into more senior roles within their companies or organisations, and to transfer to new sectors of the media.

Today's organisations need graduates with both good degrees and skills relevant to the workplace. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

**Course Learning Outcomes**

Learning outcomes are statements on what successful students have achieved as the result of learning. The threshold statements of achievement are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

The skills strategy for the MA Global Media reflects the University's policy of "Educating for Professional Life" and is designed to provide a broad range of transferable skills that equip students to develop or enhance careers in the media and communication fields.

**Knowledge and Understanding (KU)**

By the end of the MA Global Media course students will:

KU1: Have a deep and systematic understanding of key developments in the media and communications industries associated with the logic of globalisation;
KU2: Have a comprehensive understanding of the defining intellectual traditions of the field of Global Media;
KU3: Have a comprehensive understanding of the key methodologies and approaches relevant to the field of global media;
KU4: Show critical awareness of current research issues, problems and/or insights relevant to the field of global media;
KU5: Have undertaken independent research related to issues, developments, processes and outcomes in transnational media and communications.

The core course specific modules address these course learning outcomes as follows:

- Global Media (KU1, KU2)
- Researching Media & Communication (KU3, KU5)
- Dissertation (KU1, KU2, KU3, KU4, KU5)

**Specific Skills (SS)**

On completion of the course, students will have developed the following subject-specific skills:

SS1: Ability to interpret media developments associated with the logic and phenomena of globalisation and the complex relations between global and local;

SS2: Ability to analyse, in depth, key current developments in the media and communications industries, particularly in relation to processes of globalisation, and critically assess relevant approaches;

SS3: Ability to interpret the context of global media, using a variety of approaches, judging the appropriateness of the research methodologies used and recognising alternative approaches;

SS4: Ability to design and undertake a substantial independent piece of research related to issues developments, processes and outcomes in transnational media and communication to address significant areas of conceptual and/or empirical knowledge which will require the extensive use of a variety of information resources. In doing so, they will select and apply appropriate methodological approaches and critically evaluated their effectiveness.

The core course specific modules address these course learning outcomes as follows:

- Global Media (SS1, SS2)
- Researching Media & Communication (SS2, SS3)
- Dissertation (SS1, SS2, SS3, SS4)

**Key Transferable Skills (KTS)**

Upon completion of the course students will have developed a number of general rather than discipline-specific skills which any practitioner must have if s/he is to be successful. These Key Transferable Skills developed and assessed at postgraduate level are:

KTS1: **Group working**:

Students will be able to (a) work effectively within a group both as group leaders and/or group members; (b) clarify tasks and make appropriate use of group members abilities; (c) negotiate and handle conflict with confidence; and (d) participate effectively in the peer review process;

KTS2: **Accessing Learning resources**:

Students will be able to locate and use a full range of learning resources to carry out literature reviews and engage in research activity;

KTS3: **Self evaluation**:

Students will be able to reflect on their own and others' performance; participate effectively in the peer review process and analyse and identify ways to improve practice; know how to advance their knowledge and understanding, how to recognise their development needs and develop new skills to a high level;

KTS4: **Management of information:**

Students will be able to competently undertake research tasks with minimum guidance; sieve through information clutter to identify relevance, to organise and present information effectively using different media;

KTS5: **Autonomy:**

Students will be independent and self-critical learners, who can act autonomously in planning and implementing tasks and who will be able to guide the learning of others;

KTS6: **Communication:**

Students will engage confidently in academic and professional communication both orally and in writing with others, reporting on action clearly, autonomously and competently;

KTS7: **Problem solving:**

Students' abilities in independent learning and self-evaluation will equip them to regard problems as challenges and adopt the problem-solving approach required for professional life and continuing professional study, including making professional and ethical use of others where appropriate.

All optional modules contribute in some way to the acquisition of these transferable skills. The following shows how the above key transferable skills are mapped to the *core* course modules:

- Global Media (KTS2, KTS3, KTS4, KTS5, KTS6, KTS7)
- Researching Media & Communication (KTS1, KTS2, KTS3, KTS4, KTS5, KTS6, KTS7 )
- Dissertation (KTS2, KTS3, KTS4. KTS5, KTS6, KTS7)

**Learning, Teaching and Assessment Methods**

Teaching and learning on the course is defined to be appropriate to the needs of each module. The teaching and learning methods on the course include the following:

*Lectures*: These are designed to give you a general overview of the topic and are usually concise, topical and interactive. If you do not understand a point, or disagree with it, feel free to ask questions or argue your case.

*Seminars*: These are designed to encourage students to discuss a topic, based on the lecture and their reading. Sometimes individual students will be asked to introduce a specific topic in a seminar.

*Individual Reading*: A written list of recommended reading for each topic will be given out at the beginning of each module. This reading list represents a basis for exploration of the subject and students are expected to go beyond the reading list and seek out other material.

*Internet Use*: Modules may require students to undertake web searches on particular topics. The intention is that they should gain expertise in the use of on-line data and the integration of this material into presentations and essays.

*Presentations*: The intention of asking students to give individual presentations is to give them experience in presenting ideas and arguments concisely, to familiarise them with the preparation and use of visual aids, and to teach them how to interact with an audience. In some modules individual presentations will be formally assessed for clarity of argument, evidence of reading and presentational style.
Even where the individual presentation is not formally assessed, students will normally be given feedback on their performance. Group presentations are designed to give experience of working on a particular topic as a member of a team, so that students learn how to divide up topics, work to a schedule and co-ordinate presentation.

*Workshops and Classes*: These are designed so that students work in a group in class on a particular topic, often using a real scenario or current example. Led by specialist staff, they enable everyone in the group to work intensively, pool ideas and solve problems together.

*Independent Research*: Student led project work involving interviews and other external contact and research activity, leading to the assessed dissertation.

**Assessment**

There are no formal exams in this course. This course focuses on imparting knowledge and skills. The assessment strategy is designed to facilitate and test this process. Your progress will be assessed by a variety of methods which we have carefully developed in order to equip you with the course skills identified above as well as the transferable critical thinking and problem solving skills that you would expect to learn on any postgraduate course.

The assessment criteria for oral presentations and written assignments are clearly set out in the course handbook. In addition, you will be provided with a full brief for each assessment in the relevant module handbook, and the brief will be discussed in class with an opportunity to ask questions. All Semester One modules have the same type of assessment. They require students to submit quite early on in the academic year a short diagnostic essay (20 weighting). This assignment enables the student and module leader to identify potential problems that can be addressed through Study Skills and as such students have a better understanding of what they need to do to improve. In addition, students have to submit a second substantial written essay towards the end of the semester. There is more variety in assessment techniques in second semester modules. These include business proposals, group work and assessed presentations in addition to essays.

**Course structure**

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year.

| Credit Level 7 | | | | |
|---|---|---|---|---|
| **Module code** | **Module title** | **Status** | **UK credit** | **ECTS** |
| 7MEST002W | Global Media | Core | 20 | 10 |
| 7COMM002W | Researching Media & Communication | Core | 20 | 10 |
| 7MEST001W | Advanced Independent Study | Core | 60 | 30 |
| **Two further modules worth 40 credits from** | | | | |
| 7MEDS005W | Political Economy of Communication | Option | 20 | 10 |
| 7COMM013W | Theories of Communication | Option | 20 | 10 |
| 7COMM011W | Political Analysis of Communications Policy | Option | 20 | 10 |
| 7COMM012W | Technology and Communication Policy | Option | 20 | 10 |
| 7BDIN008W | Data and Society 1 | Option | 20 | 10 |
| **Two Optional Modules to the value of 40 credits from** | | | | |
| 7MEDS015W | Media, Activism & Politics | Option | 20 | 10 |
| 7COMM006W | Media Audiences in the Digital Age | Option | 20 | 10 |
| 7MEST004W | Chinese Media | Option | 20 | 10 |
| 7COMM003W | Communications Policy and Development | Option | 20 | 10 |
| 7COMM007W | Digital Media Business: Strategy and Entrepreneurship | Option | 20 | 10 |
| 7COMM010W | Policies for Digital Convergence | Option | 20 | 10 |
| 7JRNL016W | Sociology of News | Option | 20 | 10 |
| 7BDIN009W | Data and Society 2 | Option | 20 | 10 |
| Or another Level 7 module as agreed with the Course Leader | | | | |

NB: Not all option modules will necessarily be offered in any one year.

Full-time students will complete the course in one year, part-time students in two years. Over this one year (full-time students) or two years (part-time students) students will take the equivalent of six (20 credit) taught modules. In addition they will complete a (60 credit) dissertation module based on a taught component and independent research leading to a dissertation which is submitted at the end of August of the first year (for full-time students) or at the end of August of the second year (for part-time students).

The dissertation should include primary research on a subject chosen by the student but which is relevant to the MA Global Media and is agreed with the supervisor, for instance related to developments, processes and outcomes in transnational media and communications, ranging from the sub-national to the supra-national, and/or their impact on cultures worldwide.

In semester one, **full time students** take three taught modules (of 20 credits each). Of these one is *compulsory* (*Global Media*). In the second semester students take three 20-credit taught modules. Of these one is *compulsory* (*Researching Media & Communication*). In addition, students take the compulsory *Independent Study (Dissertation)* module *over the*

*whole year.* This module will consist of a taught element during the first semester. In the second semester students undertake independent study under the guidance of a dissertation supervisor personally assigned to them from the beginning of the semester. The final dissertation, to be delivered by the end of August, will be worth 60 credits.

**Part-time students** will take the compulsory taught module (*Global Media*) plus another taught module in semester one of the 1st year. In semester two of the 1st year, they will take one compulsory module (*Researching Media & Communication*) and one optional module. In their second year of study, part timers will take one optional taught module in each semester. In addition, they have to take the compulsory Independent Study (*Dissertation*) module *over the whole year.* This module will consist of a taught element during the first semester. In the second semester students undertake independent study under the guidance of a dissertation supervisor personally assigned to them from the beginning of the semester. The final dissertation, to be delivered by the end of August of your second year will be worth 60 credits.

For the award of the PG Diploma Global Media (120 credits) students must pass the Global Media and Researching Media & Communication module.

For the award of the PG Certificate Global Media (60 credits) students must complete the Global Media module.

**Academic Regulations**

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations

**How will you be supported in your studies? Course**

**Management**

The *MA Global Media* is taught in the College of Design, Creative and Digital Industries. It is based in the Westminster School of Media and Communication. The management structure supporting the course is as follows:

- Jacob Johanssen and Maria Michalis, Course Leaders responsible for day to day running and overall management of the course and development of the curriculum. Jacob can be contacted on extension (x68377) or by email: j.johanssen@wwestminster.ac.uk. Maria can be contacted on extension (x68378) or by email: m.michalis@westminster.ac.uk.
- Head of School: TBC, holds academic responsibility for the course and for other courses run within the School.
- Head of College: Professor Jonathan Stockdale, holds overall responsibility for the course and for the other courses run in the College.

The Course Leaders, Jacob Johanssen and Maria Michalis, will be responsible for:

- Admissions
- Approving students' programme of study
- Organisation of tutorial and supervisory support and pastoral care
- Co-ordination of Dissertation supervision
- Co-ordination of marks for assessment boards
- General management of the course

The **Course Team** reviews and develops the course and sets the framework for the above procedures, in which all members of course team participate. The Course Team of the MA in Global Media consists, in addition to the course leaders, of Prof. Christian Fuchs, Dr. Winston Mano and all other module leaders of modules included in the course.

**Module leaders** oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

**Academic Support**

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your College Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

**Learning Support**

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students[1] can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their School. Students can also securely connect their own laptops and mobile devices to the University wireless network.

**Support Services**

The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at westminster.ac.uk/student-advice. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at westminster.ac.uk/students-union.

**How do we ensure the quality of our courses and continuous improvement?**

The course was initially approved by a University Validation Panel in 2005, and last reviewed in 2018. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the School to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including evidence of student achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each College puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

[1] Students enrolled at Collaborative partners may have differing access due to licence agreements.

**How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement at Course/Module level, students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

- There are also School Staff Student Exchange meetings that enable wider discussions across the School. Student representatives are also represented on key College and university committees.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

- The University also has an annual Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module. **Copyright of University of Westminster 2018 ©**