Undergraduate Programme Specification
BA (Hons) Media and Communication

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's Quality Assurance processes.

GENERAL INFORMATION				
Programme Title	BA (Hons) Media and Communication			
Final Award	Bachelor of Arts with Honours in Media and Communication			
Awarding Body	Glasgow Caledonian University			
School	Glasgow School *for* Business and Society			
Department	Media and Journalism			
Mode of Study	Full-time Part-time / Distance Learning Subject to availability			
Location of Delivery	Glasgow Other campuses subject to availability			
UCAS Code	PP93			
Accreditations (PSRB)				
Period of Approval	**From:**	September 2024	**To:**	August 2029

EDUCATIONAL AIMS OF PROGRAMME
Students will be able to identify enterprising and responsible leadership behaviours and apply this knowledge to a programme specific business/societal issue or challenge in an ethical and entrepreneurial way. The programme aims to offer foundational skills and knowledge in the subject of media and communication alongside the optionality to specialise in a specific area of the media mix, e.g. public relations, content creation, or journalism, or to adopt a portfolio approach and study a range of complementary modules essential for modern communication, media and creative industries sectors, e.g. digital media literacy, etc. The aim of the Honours pathway is to provide a substantive, honours degree level education in Media and Communication within the context of an appropriate exposure to wider subjects and to undertake a substantial research project or a substantial practical project which can be used as a portfolio to show potential employers. The broad nature of programmes and their respective compositions is acknowledged by the QAA under this subject benchmark and is anticipated that they will continue to meet the benchmarks for upcoming QAA Benchmarks for all Communication, Media, Film and Cultural Studies.[1]

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[1] The Subject Benchmark Statement for Media and Communication is currently under review (2023), which will include new sections on Enterprise Education, Sustainability and Equality Diversity and Inclusion. As far as possible, the programme team have taken account of the direction of travel in anticipation of the SBS being published in 2024. Core knowledge and other subject specific skills remains broadly consistent with the 2019 version.

The aim of this Media and Communication programme is to provide students with a critical understanding of the media industries, incorporating a balance of theoretical and practical studies, whilst gaining a comprehension of the business contexts, as well as the specialist and transferable skills needed to perform as professionals within and outwith the industry. The programme gives students the opportunity to critically analyse the ways in which the media industries shape contemporary culture and society and to learn and develop the creative and practical skills necessary to succeed in the multi-faceted and converged media environment. The programme also examines the on-going changes that continue to affect the media and communications environment. This includes examining areas such as: technological, political, social, environmental and other forces, which are located within the historical evolution of communication and media studies, and combined with social science perspectives, humanities and critical and cultural theories. Therefore, in the broad context of the QAA Benchmark for Programmes in Communication, Media, Film and Cultural Studies, the Educational Aims of the Programme will be as follows:

1. Display knowledge of the central role that communications, media, film and cultural agencies play at local, national, international and global levels of economic, political and social organisation, and the ability to explore and articulate the implications of this
2. Develop awareness of the history and context of their particular objects of study
3. Display knowledge of appropriate research practices, procedures and traditions, and some awareness of their strengths and limitations
4. Develop awareness of the diversity of approaches to understanding communication, media, film and culture in both historical and contemporary contexts, and of the uses and implications of these approaches
5. Enhance knowledge of a range of texts, genres, aesthetic forms and cultural practices, and the ability to produce close and informed analysis of these
6. Demonstrate engagement with forms of critical analysis, argument and debate, expressed through an appropriate command of oral, written and other forms of communication
7. Enhance understanding of production processes and professional practices within media, cultural and communicative industries
8. Develop critically informed competencies in the management and operation of production technologies, procedures and processes
9. Demonstrate the ability to engage with and to advance creative processes in one or more forms of media or cultural production
10. Demonstrate enhanced knowledge of a range of communicative situations and cultural practices, along with the ability to produce detailed analyses of these, and to make comparisons and connections
11. Develop the ability to consider critical, ethical, and analytical views other than their own, and exercise a degree of independent and informed critical judgement in analysis
12. Demonstrate the ability to work across a variety of group and independent modes of study, and within these to demonstrate flexibility, creativity and the capacity for critical self-reflection
13. Enhance the application of knowledge and understanding of communication, cultural and media processes as a basis for the examination of policy and ethical issues, and intervention whether in the public domain or in other aspects of democratic participation and citizenship.

The Degree Exit Award Objective will be that:
By the end of an unclassified Batchelor's degree programme a student will have achieved educational aims 1-10, and thereby have acquired the skills necessary to be able to execute basic ideas generation, basic production tasks in accordance with an understanding of media theories,

principles and concepts, and manage ethical and professional issues within current media policy codes.

The Honours Degree Exit Award Objective will be that:
By the end of an unclassified Batchelor's degree programme a student will have achieved educational aims 1-13, and thereby have acquired additional skills in critical understanding and advanced analysis, producing and reflecting on a substantive project of original work.

LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

A: Knowledge and understanding;
A1   the roles of communication systems, modes of representations and systems of meaning in the ordering of societies.
A2   the economic forces that influence and frame the media, film, cultural and creative industries, and the role of such industries in contemporary political and cultural life.
A3   the roles that media, film and cultural institutions play in different societies.
A4   particular media forms and genres, and the way in which they organise understandings, meanings and affects and the role of changing technology in media production, content manipulation, distribution, access and participation.
A5   the dynamics of public and everyday discourses in the shaping of culture and society
A6   the role of public and private regulation of the practices and products of media and film.
A7   Responsible leadership behaviours, policies and practices to address business/societal challenges in an enterprising, ethical and entrepreneurial manner.

B: Practice: Applied knowledge, skills and understanding;
B1   the processes linking pre-production, production, distribution, circulation, reception and use.
B2   key production processes and professional practices relevant to media, film, cultural and communicative industries, and ways of conceptualising creativity and authorship
B3   professional and occupational codes and practices in cultural production, distribution and reception and the legal, ethical and other regulatory frameworks, including the intellectual property framework, that are relevant to media and cultural production, manipulation, distribution, circulation, and reception.
B4   how work is organised in the 'creative industries' whether individually or collaboratively
B5   how media products and platforms might be understood within broader concepts of culture
B6   the ways in which data are stored, organised and used and the social and political implications thereof.

C: Generic cognitive skills;
C1   engage critically with major thinkers and debates within the field, putting them to productive use
C2   understand forms of communication, media, film and culture as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change
C3   comprehend how different social groups variably make use of, and engage with, forms of communication, media, film and culture

C4   make critical judgements in the understanding and evaluation of these forms

C5   consider and evaluate their own work in a reflexive manner, with reference to academic codes of practice and/or professional conventions, issues and debates

C6   appreciate and apply ethical consideration and judgement to analysis of production, distribution and consumption in communication, media, film and culture.

D: Communication, numeracy and ICT skills

D1   locate, retrieve, evaluate and draw upon the range of data, sources and the conceptual frameworks appropriate to research in the chosen area

D2   draw on the strengths and understand the limits of the major quantitative and/or qualitative research methods, and be able to apply this knowledge critically in their own work

D3   draw on and evaluate and apply research enabled by established and emergent technologies

D4   produce work that uses the effective manipulation of one or more of sound, image, and the written word, including understanding relevant industry standards and how they are defined and achieved

D5   employ production skills and practices to challenge or advance existing forms and conventions and to innovate

D6   be adaptable, creative and reflexive in producing output for a variety of audiences and in a variety of multi-platform media

E: Autonomy, accountability and working with others

E1   critically appraise public debate relevant to communications, media, film and culture

E2   analyse how media and cultural policies are devised and implemented, both nationally and internationally, and the ways in which citizens and diverse communities, as well as organisations do, or can, play a part in shaping them

E3   analyse the role which community and participatory media forms do or can play in contributing to cultural debates and the contesting of power

E4   understand the range of attitudes and values arising from the complexity and diversity of contemporary communications, media, film, culture and society.

E5   Regularly undertake both individual and group work at all levels of the programme with appropriate self and peer evaluation measures respectively

E6   Regularly undertake work and assessment which is informed by, assessed by or set and commissioned by industry bodies, e.g. SMEs, Third Sector, BBC etc.

LEARNING AND TEACHING METHODS

The programme team includes HEA Fellows and Senior Fellows, and staff who have regularly delivered Staff Development Sessions on a multitude of digital applications, platforms and methods, from Rubrics and different forms of feedback (post it notes, peer feedback, audio feedback) to Prezi and Socrates. The media and journalism staff have been forward thinking in terms of digital tools; being among the first to use Turnitin in the University. Staff regularly deploy Wikis, videos, blog assignments, PechaKucha formats for presentations, Padlet, PowerPoint and MS Sway.

The multimedia digital capabilities of the students on the programme are a key focus. Key production skills are delivered through Levels 1 and 2 through Radio Production, TV Production and Digital Production, but which are made use of in other modules such as Creativity for Media, and Film Theory Goes to the Movies. This makes sure the students are competent videographers

by the end of their second year and is then embedded through later modules. This is a vital digital skill for the media and communication industries (and increasingly in other industries), making it a beneficial graduate skill overall.

Creative capabilities will also be embedded across modules from core modules such as Creativity for Media, or PR Campaigns and Proposals and options such as Unscripted Content Creation. This is a key industry/employability skill to develop and takes time to build confidently. As a result, although many modules continue a standard delivery model of lectures and seminars, there are more modules making use of longer workshop formats with larger groups. This gives more time to learn by 'doing' in practical tasks and activities with shorter theoretical 'inputs' than a standard lecture or seminar. The mix of delivery modes is balanced across the programme.

By blending creative content development and production skills, alongside theory and analysis over more modules than ever before, students learn to originate, devise and capture their ideas into audio-visual outputs in industry relevant ways, while building key analytical skills and applying theory to practice.

Strong Research Active- and Industry-Active/Experienced Team
 Most members of the programme team are research active, involved in international research and these research areas are also underpinned with the University's research theme. Some research outputs are more industry facing, such as, the report on *The Effects of Covid on the Scottish Traditional Arts* (co-authored by Simon McKerrell) for Creative Scotland various explorations of Gaelic arts and culture (Douglas Chalmers); or the book *Creating TV Formats* (co-authored by Catriona Miller), Other publications are more specialist but underpin honours options, such as the book *New Heroines in Film and Television* (Helena Bassil-Morozow) or the article 'The Country Boy: Investigating the Dennis Potter Archive' (2023) in T*he Journal of Screenwriting,* (John Cook); 'A Jungian Textual Terroir' in *The Routledge International Handbook of Jungian Film Studies*, (Ed, Hockley, L.) Routledge; *Learning, Teaching, and Social Media: A Generational Approach*, Andrew McWhirter, Routledge.

Publishers and journals of note include Taylor & Francis, I.B. Tauris, *The Journal of British Cinema and Television*, *The Radio Journal*; *International Studies in Broadcast and Audio Media*; and the *Catalan Journal of Communication and Cultural Studies, Screen, Journalism Practice, International Journal of Jungian Studies* and more. Staff are members of editorial boards and Catriona Miller is Editor in Chief of the *Journal of Jungian Scholarly Studies*.

In much the same way as these researchers use their work to lead and underpin the learning and teaching strategies on their modules many staff are also experienced in industry and some still operate as working writers, video producers and journalists, for example. This is a twofold approach which keeps our content relevant and our learning and teaching approaches up-to-date and 'real world' and therefore of most use to our students. Those students also benefit from many industry opportunities, such as work experience with BBC or STV, local radio and production houses or with SMEs or Third Sector. The programme is also heavily involved with student media such as *Radio Caley* and *The Edit*. Staff on the programme also regularly attend relevant CPD such as Mobile Journalism training at the BBC, or Grit Professional Development and Leadership training and also periodic industry and government events such as The Media Production Show, events by Royal Television Society, BBC, serve on BAFTA Scotland juries and so on.

ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry.
Across the programme the assessment methods include the following:
- Written coursework (e.g. essays, reports, case studies, dissertation, reviews, annotated bibliography, analyses)
- Oral coursework (e.g. presentations, structured conversations, assessed seminars, pitches)
- Practical Assessment (e.g. placement, VIVA, Laboratory work, audiovisual outputs)
- Creative assessments (e.g. pitches, multimedia outputs, written)
- Group work
- Individual work
- Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: www.gcu.ac.uk/study

The course specific page for this programme is:
https://www.gcu.ac.uk/study/courses/undergraduate-media-and-communication-glasgow

All students entering the programme are required to adhere to the GCU Code of Student Conduct.

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS[2]

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %
M1P330533	Radio Production	Core - A	7	20	100	
M1P330532	Media Industries	Core - A	7	20	100	
M1L130357	Understanding Data	Core - A	7	20	100	
M1P330535	TV Production	Core - B	7	20	100	
M1P330531	Introduction to Media Analysis	Core - B	7	20	100	
M1P330480	Comedy in the Media	Option – B	7	20	100	
M1P530536	Newswriting and Journalism	Option – B	7	20	100	
M1L324753	Social Sciences: An Interdisciplinary Introduction	Option – B	7	20	100	
M1L130358	International Economic Issues and Challenges,	Option – B	7	20	100	
M1N630481	Fundamentals of Managing People	Option - B	7	20	100	
M2P530541	Digital Production	Core - AB	8	20	100	
M2P330539	Policy and Regulation for Media and Journalism	Core - A	8	20	100	
M2N330359	Fundamentals of Financial Management for Decision Makers	Core - A	8	20	40	60
M2P330540	Creativity for Media	Core – AB	8	20	100	
M2P330537	Media, Identity and Society	Core - B	8	20	100	
M2P330538	Music, Media & Song	Option – B	8	20	100	
M2P530488	Feature Writing and Magazine Journalism	Option - B	8	20	100	
M2N530489	Social Media Marketing	Option - B	8	20	100	
M2L130411	Contemporary Economic Issues	Option - B	8	20	50	50
M3P330549	PR Campaigns and Proposals	Core - A	9	20	100	
M3P330544	Media Audiences, Effects and Representation	Core - A	9	20	100	
M3P330547	Dramatic Writing	Option - A	9	20	100	
M3P330545	Unscripted Content Creation	Option - A	9	20	100	
M3P330542	Disney, Marvel and DC: Fantasy, Reality and Representation	Option - A	9	20	100	
MP3P30548	Media Ethics	Core - B	9	20	100	

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[2] Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here:
www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

Code	Module	Type		Credits		
M3N330363	Data Analytics	Core - B	9	20	100	
M3P330550	Television Drama	Option -B	9	20	100	
M3P330543	Media and the Environment	Option - B	9	20	100	
M3M130546	Communications Law and Regulation	Option - B	9	20	100	
M3N230461	Managing People and Diversity in Work	Option - B	9	20	100	
M3N230364	Professional Practice 1	Option – AB	9	120	100	
M3N230365	Professional Practice 2	Option - B	9	60	100	
MHN230367	Honours Research Project	Core - AB	10	40	100	
MHP530552	Industry Engagement	Core - B	10	20	100	
MHP330555	Fan Cultures	Option -A	10	20	100	
MHP330554	Sport and the Media	Option – A	10	20	100	
MHP330558	Scotland, The Media and National Identity	Option – A	10	20	100	
MHP330553	Online Media Content Strategies	Option -A	10	20	100	
MHP530551	Global Journalism	Option – B	10	20	100	
MHP330497	Digital Media and Society	Option – B	10	20	100	
MHP330556	Film Theory Goes to the Movies	Option - B	10	20	100	
M2N530485	Brand Management	Option – A	8	20	100	
MHN530496	New Perspectives in Critical Marketing and Consumer Society	Option – A	10	20	100	
MHL326621	Race, Nature and our Multispecies Future	Option - A	10	20	100	
MHL130369	Environmental Economics & Sustainability	Option - A	10	20	100	

The following final and early Exit Awards are available for this programme[3]:

Certificate of Higher Education – achieved upon successful completion of 120 credits.

Diploma of Higher Education – achieved upon successful completion of 240 credits.

Bachelor of Arts in Media and Communication – achieved upon successful completion of 360 credits.

Bachelor of Arts with Honours in Media and Communication – achieved upon successful completion of 480 credits.

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[3] Please refer to the GCU Qualifications Framework for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

ASSESSMENT REGULATIONS
Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at: www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

VERSION CONTROL (to be completed in line with AQPP processes)
Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.

Version Number	Changes/Updates	Date Changes/Updates made	Date Effective From
1.0	Created September 2023 due to programme review	September 2023	September 2024

Curriculum Map

The curriculum map links the modules listed in the Programme Structure to the Learning Outcomes

This map provides both a design aid to help academic staff identify where the programme outcomes are being developed and assessed within the course. It also provides a checklist for quality assurance purposes and could be used in approval, accreditation and external examining processes. This also helps students monitor their own learning, and their personal and professional development as the course progresses.

SCQF 7

Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6
M1P330533	**Radio Production**	x			x		x	x	x	x	x	x			x				x	x		x	x	x	x						x	
M1P330532	**Media Industries**	x	x	x		x	x	x					x	x	x	x	x	x	x	x	x	x		x			x	x	x	x	x	x
M1L130357	**Understanding Data**		x		x								x				x		x	x	x	x	x								x	
M1P330535	**TV Production**	x			x		x		x	x	x	x			x				x	x		x	x	x	x						x	x
M1P330531	**Introduction to Media Analysis**	x	x	x	x	x		x									x	x	x	x	x						x	x	x	x	x	
M1P330480	Comedy in Media	x	x	x	x	x							x		x	x	x	x	x	x							x	x	x	x	x	
M1P530536	Newswriting and Journalism		x	x	x	x		x	x	x			x	x	x				x	x	x		x					x	x	x		x
M1L324753	Social Sciences: An Interdisciplinary Introduction	x			x										x		x	x	x	x	x		x						x	x	x	
M1L130358	International Economic Issues and Challenges		x			x									x				x	x											x	
M1N630481	Fundamentals of Managing People					x									x							x	x	x							x	x

SCQF 8

Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6
M2P530541	Digital Production	x		x				x	x	x	x	x					x	x			x	x	x	x							x	
M2P330539	Policy and Regulation for Media and Journalism	x	x			x				x	x				x					x							x	x	x	x		x
M2N330359	Fundamentals of Financial Management for Decision Makers				x		x						x						x	x	x	x	x								x	
M2P330540	Creativity for Media			x		x			x	x			x		x				x	x		x	x	x	x						x	
M2P330537	Media, Identity and Society	x	x	x	x	x							x		x	x	x	x	x	x	x						x	x	x	x	x	
M2P330538	Music, Media and Song			x	x				x	x			x		x	x	x		x	x							x		x	x	x	
M2P530488	Feature Writing and Magazine Journalism		x		x	x			x	x	x		x	x	x			x	x	x			x						x	x		x
M2N530489	Social Media Marketing	x	x		x					x	x	x	x	x	x	x	x	x	x		x	x		x			x	x	x	x	x	x
M2L130411	Contemporary Economic Issues		x		x		x						x		x																x	

SCQF 9

Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6
M3P330549	PR Campaigns and Proposals	x	x	x	x	x					x	x	x	x	x	x	x	x	x	x		x	x	x	x		x	x	x	x	x	x
M3P330544	Media Audiences, Effects and Representation	x	x	x		x							x		x	x	x	x	x	x	x						x	x	x	x	x	
M3P330547	Dramatic Writing			x	x	x			x	x		x	x		x	x						x	x	x	x							
M3P330545	Unscripted Content Creation	x	x	x	x		x	x			x	x	x		x	x	x	x	x	x		x	x	x						x		
M3P330542	Disney, Marvel and DC: Fantasy, Reality and Representation		x	x	x								x		x		x		x			x					x	x	x	x	x	
MP3P30548	Media Ethics			x		x	x				x		x	x	x	x	x	x	x	x	x	x					x	x	x	x	x	x
M3N330363	Data Analytics										x		x								x	x	x	x							x	
M3P330550	Television Drama			x			x				x		x		x	x						x					x			x	x	
M3P330543	Media and the Environment		x	x	x	x	x	x		x	x		x	x	x	x	x	x	x			x		x			x	x	x	x	x	x
M3M130546	Communications Law and Regulation	x			x	x				x			x	x	x		x	x	x	x	x	x					x	x	x			x
M3N230461	Managing People and Diversity in Work	x			x		x								x			x	x	x		x						x	x	x		
M3N230364	Professional Practice 1				x		x	x	x	x	x	x	x					x	x	x			x	x	x							
M3N230365	Professional Practice 2				x		x	x	x	x	x	x	x					x	x	x			x	x	x							

SCQF 10

Code	Title	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6
MHN230367	Honours Research Project	x		x	x	x	x	x	x	x	x	x	x	x	x			x	x	x	x	x	x				x	x	x		x	x
MHP530552	Industry Engagement	x				x	x	x	x	x	x	x	x	x				x	x				x	x	x	x	x	x	x	x	x	x
MHP330555	Fan Cultures	x	x	x	x	x							x		x	x	x	x				x					x	x	x	x	x	
MHP330554	Sport and the Media		x	x	x	x						x		x	x	x	x	x	x	x		x			x		x	x	x	x	x	x
MHP330558	Scotland, The Media and National Identity	x	x	x		x	x					x		x	x	x	x	x	x	x	x						x	x	x	x		
MHP330553	Online Media Content Strategies	x	x		x				x	x	x	x		x		x	x	x	x	x	x		x	x	x				x	x	x	x
MHP530551	Global Journalism	x	x	x	x	x	x		x	x	x		x		x	x	x	x	x	x				x			x	x	x	x	x	x
MHP330497	Digital Media and Society	x	x	x		x	x	x				x		x	x	x		x	x	x	x	x	x	x			x	x	x	x		x
MHP330556	Film Theory Goes to the Movies	x			x						x		x		x	x	x		x			x	x							x	x	
M2N530485	Brand Management			x			x						x			x		x		x	x	x	x	x			x			x		x
MHN530496	New Perspectives in Critical Marketing and Consumer Society	x	x		x	x	x			x		x					x	x		x		x		x	x	x	x			x	x	x
MHL330557	Race, Nature and out Multispecies Future	x			x											x				x		x								x	x	
MHL130369	Environmental Economics & Sustainability	x			x		x						x		x	x				x	x	x	x							x	x	