

**BA (Hons) Contemporary Media Cultures  
Programme Specification 2022/23**

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	London College of Communication
<b>School</b>	Media
<b>Programme</b>	LCC Communications and Media(L042)
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2022
<b>Course Entry Requirements</b>	<p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p><b>The standard entry requirements for this course are as follows:</b></p> <p>104 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> <li>• A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences).</li> <li>• Distinction at Foundation Diploma in Art &amp; Design (Level 3 or 4).</li> <li>• Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects: Art and Design, Business/ Business Studies, Media).</li> <li>• Merit at UAL Extended Diploma.</li> <li>• Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Marketing, Humanities and Social Sciences, Film and Production).</li> </ul>

	<ul style="list-style-type: none"> <li>• OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum</li> </ul> <p><b>And 3 GCSE passes at grade 4 or above (grade A*-C).</b></p> <p><b>APEL - Accreditation of Prior (Experiential) Learning</b></p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> <li>• A combination of these factors.</li> </ul> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p><b>English language requirements</b></p> <ul style="list-style-type: none"> <li>• IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking.</li> </ul> <p>All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol. Please check our main <a href="#">English language requirements</a> page for more information.</p>
<b>Selection Criteria</b>	<p>The details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"> <li>▪ A demonstrable interest in the discipline of contemporary media cultures;</li> <li>▪ An understanding of the need for a critical and analytical approach (through research and practice) to this area of study;</li> </ul>

	<ul style="list-style-type: none"><li>▪ Commitment to the study and development of your own creative practice and subsequent career opportunities.</li></ul>
<b>Scheduled Learning and Teaching</b>	<p>Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online.</p> <p>Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

## Awards and Percentage of Scheduled Learning

### Year 1

Awards	Credits
Certificate of Higher Education	120

### Year 2

Awards	Credits
Diploma of Higher Education	240

### Year 3

Awards	Credits
Bachelor of Arts	360

### Scheduled Learning Split by Level

Level 4	21%
Level 5	19%
Level 6	13%
<b>Total Scheduled Learning Split</b>	<b>17%</b>

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Enable you to develop a critical understanding of the major theoretical perspectives and key debates central to the study of contemporary media forms and institutions;
Aim	Develop a critical understanding of key practical skills involved in the creation of different media forms in order to find your voice and produce texts that respond to, and intervene in social justice issues and, more broadly, social and cultural interventions.
Aim	Provide a learning environment which blends a wide range of academic approaches from cultural studies, the humanities and social sciences that address media, culture and society. Within the context of broader global changes, the course aims to provide the basis of reflexive and evaluative analyses of different media forms.
Aim	Provide opportunities to pursue industry-facing experiences and work-based research;
Aim	Enable you to develop your potential within the media and creative industries or to pursue study at postgraduate level.
Outcome	Use a range of key skills to manage your learning and help you communicate information, ideas and solutions to a range of different audiences; (Realisation) (Communication)
Outcome	Critically analyse the theoretical issues that inform the study of contemporary media with their forms and produce media texts that engage with issues pertinent to the theories and debates examined in the degree; (Enquiry) (Knowledge)
Outcome	Analyse and evaluate the regional, historical and contemporary contexts of the media industries and the relevant economic, political, social and technological dimensions to those industries; (Enquiry) (Knowledge)
Outcome	Work both independently and collaboratively to produce coherent written and verbal presentations based in research and argument; (Process)

Outcome	Pursue a diversity of potential career paths across the media and cultural industries, utilising the range of transferable skills acquired, or pursue postgraduate courses. (Process and Realisation)
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<b>Distinctive Features</b>	
1	<b>SOCIAL PURPOSE AND INNOVATION</b> BA (Hons) Contemporary Media Cultures critically engages with contemporary ideas and creative projects to form a new generation of changemakers who can critically reflect on the role of media in promoting positive social transformation. The course is focused on diversity, inclusivity, ethics and sustainability in media communications, culture and society.
2	<b>CREATIVITY AND ADVOCACY SKILLS</b> An emphasis on the fusion of media and cultural theory with creative practice to support students to better inform critical thinking and develop content creation skills across digital media technologies and platforms. As a result, students will expand their independent interpretation and problem-solving skills to realise their social impact.
3	<b>COLLABORATION</b> There are opportunities to collaborate with students and staff on other courses locally and globally, in particular with our collaborative partner Hong Kong University School of Professional and Continuing Education (HKU SPACE) and to study at our global partners at Ryerson University (Toronto) and the Danish School of Media and Journalism Copenhagen (DMJX).
4	<b>EMPLOYABILITY AND ENTERPRISE</b> Students' employability skills are supported through an exploration of their own professional interests and their personal brand by developing a portfolio of work, and by mapping their creative skillsets to roles in the media, creative and cultural industries, including development and third sector opportunities. The course offers engagement with experienced creative media professionals and cultural advocates. There is also an option to pursue a year of industry experiences by enrolling onto the Diploma in Professional Studies (DPS) between the second and third year of the course.
5	<b>GLOBAL OUTLOOK</b> Students and staff on this course come from across the world which contributes significantly to the richness of the learning experience. A diverse course team comprising professionals and leading academics from different media sectors and cultural specialisms provides unparalleled opportunities for first-hand research, work-based learning, and networking.

## Course Detail

On BA (Hons) Contemporary Media Cultures, you'll develop the tools to become an effective communicator who can advocate for change in - and through - the media and creative industries.

As part of a new generation of changemakers, you'll be supported to understand these industries as cultural centres responsible for communicating norms and ideals.

Focusing on social justice, equality and sustainability, you'll explore how the media drives social transformation, and learn how to investigate and intervene for change through a set of critical approaches to the study of media and cultural industries.

### What to expect

Connecting complex concepts in media and society with creative content skills, you will:

- investigate media cultures and creative industries through the critical analysis and development of audio, visual and digital cultural texts
- make choices to develop your subject interests across different option units
- develop a critical understanding of media and cultural theories that draw from critical theory, media and cultural studies and socially informed approaches to the creative industries
- become an effective communicator for change with an advanced understanding of social and racial justice, environmental and climate advocacy, human rights and equality – particularly in relation to diverse local and international contexts
- collaborate with peers on and outside your course, alongside diverse communities, media professionals and social justice advocates through applied, creative and conceptual work.
- navigate dynamic social, cultural and media landscapes as advocates, changemakers, activists, and creative professionals
- prepare for professional life by developing a portfolio of creative and critical work

### Industry experience and opportunities

With employability embedded throughout the course, you'll gain industry experience through opportunities to work on live briefs and connect with industry speakers, guests and alumni. You'll also build skills in audio-visual and digital content creation, alongside effective communication for change.

In Year 2, the Professional Industry Practice unit will support you to apply for placements and collaborative opportunities through areas such as CV writing and interview workshops. In Year 3, the Creative Futures unit will support you to develop your online

professional profile, network with industry professionals, and develop strategies for working in the creative industries.

Previously, graduates from BA (Hons) Contemporary Media Cultures have secured roles in media and creative communications industries in companies such as Weber Shandwick UK, YES & NO Magazine, SDTA Productions); start-ups like Uptime and Leslie; and in government and non-governmental organisations in the UK and internationally (Young Norwood (YN), the Ministry of Education and Science of Armenia). Graduates of this course also pursue freelance careers or go on to further study.

Additionally, you'll have the opportunity to undertake the [Diploma in Professional Studies](#) or the [UAL Diploma in Creative Computing](#) between Years 2 and 3 to enhance your learning experience and employability skills.

### **Mode of study**

BA (Hons) Contemporary Media Cultures runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

## **Course Units**

In common with all courses at University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Contemporary Media Cultures qualification, you need to accumulate a total of 360 credits.

### **Year 1**

#### **Introduction to Contemporary Media Cultures (20 credits)**

This unit will welcome you to your course and introduce you to our learning approaches. We'll introduce the UAL Creative Attributes Framework as a tool for understanding your university journey and feature sessions on independent study, collaboration, academic writing and academic conduct. You'll also be introduced to the key topics that will be developed throughout your course.

#### **Creative Foundations (20 credits)**

Through a series of creative and technical workshops, this unit will provide a foundation for understanding and engaging with the creative process: from the early stages of creative thinking and skills development to realising and finalising creative outputs.

## **Representation, Diversity and Equality (20 credits)**

You'll develop a critical understanding of issues connected to equality and diversity through questions of representation, identity, difference and ethics - both within and outside the media industry.

You'll also be introduced to ideas and discussions about the complex intersection of identity, considering discourse around normativity and performativity while investigating inequalities and marginalisation in contemporary (media) cultures.

## **Media, Communications and Culture (20 credits)**

This unit will introduce you to the broad field of communication studies by mapping and applying key theories and approaches.

You'll explore ways of thinking about the formation, transformation, and influence of the communications industries, and contextualise contemporary debates about related practices, texts and users.

## **Platforms and Social Media (20 credits)**

Providing an important foundation for understanding platforms and social media from a range of socio-cultural perspectives, this unit applies project-based learning to not only examine their complexity, but also to consider how they can be used for promotional and creative communication.

## **Media, Community and Change (20 credits)**

This unit explores communicative and media strategies for engagement with a variety of different communities. By exploring key theories in communication, media theory and cultural studies, alongside sociological approaches to the notion of community, you'll consider questions around the ethical implications of working and collaborating in highly complex environments.

## **Year 2**

### **Professional Industry Practice (20 credits)**

Supporting you to prepare for a career within or alongside the media and creative communications industries, this unit will introduce different modes of working in the professional landscape.

You'll be encouraged to reflect on your own interests and creative skills in relation to employability, and to explore industry-based experiences such as placements, internships, live briefs, and freelance working.

### **Global Media Businesses, Practices and Cultures (20 credits)**

You'll examine the changing ways in which global communications are organised, the connections between business and cultural aspects of the media and creative communications industries, and their relationship to wider processes of economic, political, social and cultural change.

You'll also consider different work practices in the creative and cultural industries, and identify the competencies and behaviours required to work successfully within them.

### **Media and the Environment (20 credits)**

In this unit, you'll investigate the impact of media on cultural and societal structures, and on the environment itself. By studying media ecologies, geology and sustainability, you'll make connections between media and the environment in creative ways, and make sense of the connections between media and socio-environmental justice through a series of local and global case studies

### **Interventions: Contemporary Media Activisms (20 credits)**

You'll have the opportunity to understand the changing panorama of social movements, protests and activism, developing the necessary theoretical and practical skills to become an advocate and critical agent in affecting and effecting social change through collaborations and activities.

### **Communication Research Methods (20 credits)**

You'll be introduced to the research process by learning methods for data gathering and data analysis. With a focus on research outcomes, you'll be supported to then apply these techniques to your written work as well as your creative practice and to produce a proposal for a research project in your final year.

### **Level 5 Option Unit (20 credits)**

This unit will enable you to choose an option that supports the further development of your creative production skills. Recent units offered have included:

- Content Creation: Digital and Web
- Content Creation: Film and Video

- Content Creation: Podcasting and Audio
- Professional Skills: Building Brands
- Professional Skills: Data and Social Media Analysis
- Professional Skills: Influencer Marketing Communications

## **Year 3**

### **Dissertation (40 credits)**

In this unit, you'll undertake an independent research project in an area of study that you're particularly interested in, which can be accompanied by an incorporated creative project.

### **Creative Futures (20 credits)**

In this unit, you'll explore potential career options and postgraduate opportunities to prepare for life after graduation.

Reflecting on your journey throughout the course, you'll identify your skills, strengths and aptitudes alongside your aims and ambitions for the future before producing a 12- to 18-month action plan to help you consider your next steps.

### **Final Major Project (40 credits)**

In this unit, you'll consolidate and further advance your creative skillset along with your professional development by engaging in a Final Major Project that represents key ideas you have developed through the course.

### **Level 6 Option Unit (20 credits)**

You'll have the opportunity to choose from a range of research-based options and specialist topics to develop your interests across media and communications.

The following units will be offered each year:

- Critical Sound Cultures
- Futures Thinking
- Information Warfares: Misinformation, Conspiracy and Extremism
- Love in a Digital Age
- Special Topics\*

\*Your selection of special topics may potentially include:

- Comedy and Satire in Media and Communications
- Community Management
- Digital Humanitarianism
- Food Cultures
- Global and Indigenous Media
- Rhetoric, Media and Political Communication

### **Optional Diploma between Years 2 and 3**

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications:

#### **Diploma in Professional Studies (DPS) (Optional)**

An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking time out for industry experience. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

#### **Diploma in Creative Computing (Optional)**

Between Years 2 and 3, you can undertake the year-long Diploma in Creative Computing. This will develop your skills in creative computing alongside your degree. After successfully completing the diploma and your undergraduate degree, you'll graduate with an enhanced degree: BA (Hons) Contemporary Media Cultures (with Creative Computing).

### **Learning and Teaching Methods**

- Lectures
- Seminars
- Tutorials
- Workshops
- Project work
- Individual and group work
- Self-directed learning
- Guest speakers
- Study trips and visits
- Assessed assignments
- Online learning
- Peer learning

## Assessment Methods

- Reports and essays
- Individual and group work
- Audio-visual content creation
- Portfolios
- Presentations
- Research projects including dissertation and Final Major Project
- Reflective statements
- Formative assessment

## Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level descriptors
- University of the Arts London Access and Participation Plan
- University of the Arts London guidance for inclusive, teaching and learning
- University of the Arts London Creative Attributes Framework
- The London College of Communication policies and initiatives
- UK Quality and Assurance Agency (QAA) UK Quality Code for Higher Education
- UK Quality and Assurance Agency (QAA) benchmark statement for Communication, Media, Film and Cultural Studies
- Course forums whereby students on this and similar courses had direct input into course design and structure
- External academic peer review
- Internal academic peer review
- Industry panel feedback

# Course Diagram

S = Summative Assessment

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15		Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31																									
<b>Level 4 – Year 1</b>																																																								
<b>Block 1 - Foundations</b>																<b>Block 2 - Exploration</b>																																								
Introduction To Contemporary Media Cultures (20 credits)				S												Media, Community and Change (20 credits)												S																												
Creative Foundations							S	Creative Foundations (20 credits)							S																					Media, Communications and Culture (20 Credits)				S	Media, Communications and Culture				S											
				Representation, Diversity and Equality (20 credits)											S		Platforms and Social Media (20 credits)												S																											
<b>Level 5 – Year 2</b>																																																								
<b>Block 3 - Enterprise</b>																<b>Block 4 - Investigation</b>																																								
Interventions: Contemporary Media Activisms (20 credits)												S														Media and the Environment (20 credits)												S																		
Professional Industry Practice (20 credits)											S													Communication Research Methods				S	Communication Research Methods (20 credits)								S																			
Global Media Businesses, Practices and Cultures				S	Global Media Businesses, Practices and Cultures (20 credits)							S							Level 5 Option Unit (20 credits)												S																									
<b>Level 6 – Year 3</b>																																																								
<b>Block 5 - Realisation</b>																<b>Block 6 – Launch</b>																																								
Dissertation (40 credits)																					S					Final Major Project (40 credits)												S																		
Level 6 Option Unit (20 credits)						S										Creative Futures (20 credits)												S																												

End of Block  
Activities Week

*The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable*

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