

BA (Hons) Contemporary Media Cultures

Programme Specification 2020/21

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Communications and Media (L042)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2020
Course Entry Requirements	<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>The standard entry requirements for this course are as follows:</p> <p>80 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"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Pass at Foundation Diploma in Art & Design (Level 3 or 4). • Merit, Merit, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, Business/ Business Studies, Media). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Marketing, Humanities and Social Sciences, Film and Production).

	<ul style="list-style-type: none"> • OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum <p>And 3 GCSE passes at grade 4 or above (grade A*-C).</p> <p>APEL - Accreditation of Prior (Experiential) Learning</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"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • A combination of these factors. <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English language requirements (International/EU)</p> <p>IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main English language requirements page for more information.</p> <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.</p>
Selection Criteria	<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"> ▪ A demonstrable interest in the discipline of contemporary media cultures ▪ An understanding of the need for a critical and analytical approach (through research and practice) to this area of study

	<ul style="list-style-type: none">▪ Commitment to the study and development of your own creative practice and subsequent career opportunities
Scheduled Learning and Teaching	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	20
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	20
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	14
Awards	Credits
Bachelor of Arts	360

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 student engagement with the practicalities of making media in order to find your own critical voice;
Aim	Provide a learning environment which blends together a wide range of academic approaches and different schools of thought to produce reflexive and evaluative analyses of various different media forms, institutions and their contexts;
Aim	Develop your understanding of key practical skills involved in the production of different media forms in order to produce texts that respond to, and intervene in, issues that are central to the theories and debates we examine on this degree;
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 and 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	Produce media texts that respond to, and intervene in, 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	Critically analyse the theoretical issues that inform the study of contemporary media and its forms; (Enquiry)

Outcome	Work both independently and co-operatively 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)

Distinctive Features	
1	BA (Hons) Contemporary Media Cultures critically engages with contemporary ideas and creative developments in the field of media culture through case study lead teaching examining a range of media forms;
2	Students learn practical skills and develop their critical thinking in order to better understand media theory;
3	The degree offers the opportunity to create media as a way of developing both your production skill sets and also forming your critical thinking by putting your ideas into practice;
4	Qualified and experienced media practitioners deliver the workshops sessions on media production and carry out the assessment. You develop a range of transferable skills as well as providing insights into current creative industry practices;
5	The course offers opportunities for you to engage in collaborative partnerships with contacts in the Media and Cultural Industries. This represents a valuable learning experience that feeds back into the theoretical and production dimensions of the course, develops personal and professional skills and permits an informed exploration of career possibilities;
6	The industry based speaker series on years 2 and 3 provide students with opportunities to network with outside professionals and organisations;
7	Students develop their critical thinking and study of the contemporary media landscape in a vibrant and creative art and design university, which emphasises creativity, innovation, exploration, discovery and collaboration. Students develop a creative approach to understanding media theory;
8	The programme benefits from and draws many of its unique characteristics from its location as part of UAL in the heart of London. A wide range of units make specific use of London's world-class media and cultural sector, institutions, and industries. These provide unparalleled opportunities for first-hand research, work-based learning, and networking.

Course Detail

This course will help you understand the links between the academic concepts explored in the degree and how they can be applied to different media.

The course draws on a range of new academic perspectives and combines them with the making of media, such as film, photography, audience-specific writing and digital content.

What can you expect?

- In this course you'll learn how to apply critical notions of the arts, media and cultural industries to media text through the use of photography, film, and web-based platforms.
- You'll also learn how to develop those critical skills necessary to analyse creative industries and various media texts.
- You will learn how to communicate your ideas effectively and you'll be exposed to a highly diverse international media environment.
- The units on this course are designed in a way to develop your collaborative skills.
- With a growing interest for environmental issues at the local and global level, we'll teach you how to navigate the dynamic social and cultural landscape through partnerships, workshops and learning activities.
- Further, you will learn how to establish relationships that benefit individuals, local communities, organisations and society at large.

Work experience and opportunities

Throughout the duration of the course, we'll provide you with several opportunities for paid internships, work experiences and collaborations with media experts.

You will be able to benefit from our close collaboration with the library services and the digital space.

As you'll develop your independent research and study skills, you'll also learn how to be proactive in identifying the best opportunity for you.

Our students have been exploring a vast array of options from fashion to film and photography by liaising with the LCC service Careers and Employability.

Course structure

The academic year for this course is divided into 2 blocks.

The 1st block is of 15 weeks' duration from late September to mid-February. In accordance with the University timetable, there will be a four week holiday in December.

The 2nd block is also of 15 weeks' duration from mid-February to the end of June with a four week holiday for Easter.

Mode of study

Undergraduate -Full time. It 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

Each unit of the Degree is credit-rated, the minimum unit size is 20 credits. There are 120 credits per year, and 360 credits make up the BA (Honours) degree.

Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

Year 1

In Year One, more emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner.

Introduction to Contemporary Media Cultures (20 credits)

The unit considers a range of media texts and contexts including web-based media, film, television, advertising and news production.

Key Concepts in Media and Culture (20 credits)

This unit is designed to introduce you to the major models and concepts used in the study of contemporary media culture; examining institutions, practices and texts.

Identity and Difference (20 credits)

This unit examines key theories and concepts around the study of cultural identity, difference, affect, ethics and the politics of representation with a focus on visual culture and its theorisation.

Theory and Analysis in Media Culture (20 credits)

The unit assesses the way meaning in media texts is produced through the interrelationship between text and reader. It focuses on the range of critical methodologies available to the media student researcher.

Global Media Cultures (20 credits)

This unit explores the factors that have shaped these changes to media production and consumption, and their implications for national and cultural identities. Drawing on theories of globalisation and political economy, we will explore the landscape of contemporary media culture via a series of international case studies.

Optional Unit

Students can choose one of the following:

- Advertising Theories and Contexts (20 credits, BA Advertising)
- Visual Communication (20 credits, BA (Hons) Media and Communications)
- Branding and Digital Marketing (20 credits, BA (Hons) Public Relations)

Year 2

In your second year the theoretical approach shifts. Units are more tailored to very specific case studies.

We teach through the study of relevant academic materials alongside close readings of television and film texts. You also have the opportunity to explore these ideas through collaboratively producing short films.

In this year we more directly address the question of what it means to work in the media and how the 'nature of work' is changing.

Film Theory and Cinematic Practice (20 credits)

The objective of this unit is to provide you with an opportunity to draw on film theory and put it to use in the production of a short film, which draws on the major themes and debates covered in the unit.

Television and Its Futures (20 credits)

This unit examines how audiences are shaped by the multi-platform delivery of television and how cinema has been transformed into the contemporary landscape of international media distribution and exhibition.

From Audiences to Networks (20 credits)

This unit explores spectatorship and the formation of the audience within national and cosmopolitan contexts.

Professional Industry Practice (20 credits)

This unit will enable you to define and critically reflect on the challenges and possibilities that shape work in these industries, and to recognise and assess alternative modes of creative production.

Collaborative Project (20 credits)

The unit will introduce you to team skills and the roles and responsibilities associated with group working and additionally enable you to put into practice principles associated with personal and professional development.

Optional Unit

Students can choose one of the following:

- Behavioural Insights (20 credits, BA (Hons) Advertising)
- Digital Cultures (20 credits, BA (Hons) Media and Communications)
- Convergent Media: From Radio to Podcasting (20 credits, BA (Hons) Media and Communications)
- Media Relations (20 credits, BA (Hons) Public Relations)

Year 3

In year three you will focus in the first term on units that bring together key themes, concepts, debates and ideas from the degree; allowing you to explore them in more detail.

Interventions: Contemporary Media Activism (20 credits)

This unit explores the relationship between media, social change and 'critical consciousness'. We ask: What is the role of alternative and social media in the shaping of today's world?

Digital Screen Cultures (20 credits)

The unit analyses the post-cinematic screen cultures, thinking about how film, for example, has been transformed by digital platforms.

The Critical Practitioner (20 credits)

This unit is your opportunity to produce a portfolio of work, which is either shown for public exhibition or produced for publication.

Major Project (60 credits)

Your final Major Project is a crucial part of your degree. This unit gives you the opportunity to focus on a piece of research developed around an area of study that you are particularly interested in.

Students produce either a written dissertation or a project that puts into practice the ideas of the course through the production of one or more media texts, created alongside a written critical reflection and analysis.

Learning and Teaching Methods

- Lectures/large group learning
- Workshop & seminar learning
- Academic tutorials
- Skills based workshops
- Personal tutorials
- Self-directed learning
- Outside speakers
- Study trips and visits
- Research methods training
- Assessed assignments

Assessment Methods

- Practical project work and computer based activities
- Prepared writing
- Responses to case studies
- Oral presentation
- Personal presentations of prepared work

- Simulations and role plays
- Workshop based activities
- Written research projects
- The creation of a portfolio of collection of work, which may contain a number of different activities.

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements
- 'Communication, media, film and cultural studies' QAA document, 2008

Course Diagram

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															
Level 4 – Year 1																																													
Block 1															End of Block	Block 2																													
Intro (20 credits)				S												Global Media Cultures (20 credits)										S																			
				Key Concepts in Media Culture (20 credits)										Sx2		Theory and Analysis of Media Culture (20 credits)										S																			
				Identity and Difference (20 credits)										S		OPTION (20 credits)																													
Level 5 – Year 2																																													
Block 1																End of Block	Block 2																												
Film Theory and Cinematic Practice (20 credits)										S										S	Professional Industry Practice (20 credits)										S														
From Audiences to Networks (20 credits)																		S	Television and Its Futures (20 credits)										S																
OPTION (20 credits)																	Collaborative Project (20 credits)															Sx2													
Level 6 – Year 3																																													
Block 1															End of Block		Block 2																												
Interventions: Contemporary Media Activism (20 credits)												S													Major Project cont. (60 credits)										S										
The Critical Practitioner (20 credits)										S	S																																		
Digital Screen Cultures (20 credits)														S																															
Major Project (60 credits)																																													

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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