

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	BA Media and Culture BA Media and Culture with Foundation Year				
4	Programme Code(s)	UUBAMDCU_C – Full-time UBAMDCUL_C – Part-time UUBFMDCU_C – Full-time with Foundation Year UBFMDCUL_C – Part-time with Foundation Year				
5	UCAS code	1F27; IF28 (with Foundation Year)				
6	Home Department	Film, Media and Cultural Studies				
7	Exit Award(s)	Dip HE, Cert HE Media and Culture				
8	Duration of Study (number of years)	3 years Full-time 4 years Part-time 4 years Full-time with Foundation Year 6 years Part-time with Foundation Year				
9	Mode of Study	FT	X	PT	X	DL
10	Level of Award (FHEQ)	6				
11	Other teaching depts or institution	N/A				
12	Professional, Statutory Regulatory Body(PSRB) details	N/A				
13	QAA Benchmark Group	Communication, media, film and cultural studies				

14	Programme Rationale & Aims
	<p>For Foundation Year, see School of Arts Foundation Year programme specification.</p> <p>How should we make sense of our constantly changing contemporary media and culture? At Birkbeck, we prepare students with both the outlook and means to become an independent thinker that can navigate the rapid shifts taking place in the media and creative industries today. The BA Media and Culture, a BA Honours Degree of the University of London, offers a unique insight into media as both an academic subject and creative practice. Students will be introduced to core topics in media studies, such as social media, mobile technology, film, television and journalism. Alongside this, they will learn about how media impacts fields such as arts, curating, design, education, literature, museums, performance, politics and activism. Yet while we think it's very important to think about media academically, it's just as important to think through media. That is why on this course students will also have a chance to engage directly with media forms and techniques, developing skills and knowledge in various areas of applied media practice. Our aim is to help students build up a broad and transferable understanding of media culture suited to the world we live in today.</p> <p>The programme is based within Film, Media and Cultural Studies, a research-intensive Department at Birkbeck that has an extensive portfolio of internationally respected courses engaging with the latest ideas and techniques in media and cultural theory, arts policy and management, film and television studies, journalism, creative marketing and digital media. Here students will learn from both leading academic researchers in the field alongside experienced industry practitioners. Students will be taught in Birkbeck's small, highly interactive evening classes, one to three nights a week, between October and early July. It will</p>

be offer the chance to meet students from different walks of life who bring interesting professional working experiences and cultural and educational backgrounds.

Students on this degree will be encouraged to take full advantage of our central London location, which offers a huge diversity of media-related events including public debates, exhibitions, conferences, screenings and film festivals, not to mention a host of media and cultural institutions, from the British Film Institute to the BBC to the Frontline Club. Closer to home, at Birkbeck's Bloomsbury campus, there are facilities such as the award-winning Birkbeck Cinema, computer labs equipped with video editing, print layout and web design software packages, and The Newsroom, home to The Lamp & Owl, Birkbeck's magazine produced by and for students.

Our graduates go on to a range of careers. Some work directly in the media and cultural industries, for example in film, television, newspapers, online publishing, magazines, trade publications and public relations. Others deploy their transferable skills and knowledge in other fields, such as cultural and educational institutions, public policy or professional communications. We also provide first-rate preparation for those students interested in further academic study.

15	<p>Entry Criteria</p> <p>The normal entry requirement is 112-128 UCAS tariff points (A-levels: ABB-BBC).</p> <p>We may waive these formal entry requirements and make our own assessment of your skills and knowledge as presented in your application, and sometimes in an interview.</p> <p>For applicants with work experience admission is based on assessment of skills and knowledge as presented in application, and sometimes in an interview.</p> <p>All applicants must address in their personal statement why they wish to undertake a BA Media and Culture degree at Birkbeck. Statements may also highlight any past experiences in media and creative production broadly conceived.</p> <p>For Foundation Year, see School of Arts Foundation Year programme specification.</p>
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16	<p>Learning Outcomes</p> <p>Knowledge and Understanding</p> <ol style="list-style-type: none"> 1. Awareness of the principal academic theories and approaches within media theory, cultural studies, film studies, journalism studies and other relevant disciplines 2. Awareness of the history of media and culture in terms of their technologies, genres, professions, institutions and audiences 3. Awareness of the key debates and issues surrounding contemporary media and culture 4. Familiarity with the full range of current media genres and publication platforms 5. Ability to interpret, analyse and critique media and culture through: its organisations, and their economic, cultural and historical definition; its different international contexts; its semiotic and aesthetic conditions of knowledge production; and its rapidly changing technological environments <p>Intellectual</p> <ol style="list-style-type: none"> 6. Ability to understand and critique theoretical arguments 7. Ability to apply abstract theoretical principles to practical, contemporary contexts 8. Ability to distinguish and critically compare genres, technologies, disciplines and discourses 9. Ability to engage in reflexive analysis
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10. Ability to distil key principles from large bodies of academic work
11. Ability to gather data and evidence and develop arguments on this basis
12. Ability to communicate ideas in different formats, genres and perspectives
13. Ability to plan own learning

Practical

14. Skill in communicating ideas in different forms and for different audiences
15. Ability to write clearly and concisely in scholarly form
16. Ability to form and sustain professional relationships with colleagues and contacts
17. Ability to negotiate and interact effectively with media and cultural institutions
18. Ability to analyze effectiveness of own work
19. For some students, proficiency in content creation and publishing in selected media forms, genres and platforms including journalism, screenwriting, print layout and design, digital video, print/online editing and subediting, online publications, user-generated content and social media platforms

Transferable Skills

20. Ability to communicate effectively in different contexts and with different people
21. Interpersonal skills such as group participation, constructive criticism, professional collaboration, self-reflection
22. Ability to take responsibility for own learning and time management
23. Ability to work to deadlines and under pressure

For Foundation Year, see School of Arts Foundation Year programme specification.

17 Learning, teaching and assessment methods

Learning and Teaching Methods:

- **Combined lecture-seminars:** The presentation of subject knowledge related to the fields of media and culture is reinforced by frequent interactive discussions. This is tailored to our diverse student body, whose varied life experiences and cultural backgrounds is strong resource in the learning process.
- **Small group work** encourages you to focus on tasks in an interactive, supportive environment, as well as to develop creative, analytical, communicative and interpersonal skills.
- **Discussion groups** are designed to develop your skills in critique, analysis and communication.
- **Tutorials** on a one-to-one basis help you develop an ability to convey ideas verbally, and to engage in the construction of arguments through interaction with others.
- **Creative workshops** are designed to combine the generation of creative ideas with practical, critical and interpersonal skills.
- **Practical demonstrations and training** across multiple media platforms provides you with the essential portfolio of skills needed for contemporary media and creative work, while helping you develop abilities to work creatively and collaboratively.
- **Guest lectures and media-related tours** acquaint you with the professional worlds of media, film, television and the creative industries, helping to demystify their structures, demands, limitations and possibilities.
- **Web-based learning** augments core face-to-face learning, providing you opportunities to access materials at your own pace, carry on interactions with other students through alternative mediums, and gain valuable skills in web-based interaction and ideas-generation (e.g. through wikis, blogs, tweets, podcasts, discussion forums)

	<p>Assessment Methods:</p> <ul style="list-style-type: none"> • Your work in academic courses is assessed with reference to a standard marking criteria similar to other institutions at the University of London and English higher education institutions more generally. Scholarly essays are used across most academic modules, although the assessment expectations for essays evolve on a progressive basis as you advance through the degree. At Level 4, essays are designed to assess descriptive and comparative skills. At Level 5, essays assess contextualisation and application of abstract theories to practical issues and examples. At Level 6 essay assessment emphasises the originality of arguments and engagement with contemporary academic discourse. Aside from essays, academic modules frequently employ a range of alternative and creative assessments, such as writing exercises, audio-visual presentations, mind maps, conceptual representations and digital media diaries. • Feedback is a critical aspect built into our teaching and assessment. All class tutors give written feedback on coursework. In addition, all BA students are entitled to two 30-minute tutorials per full module in which you may obtain further (oral) feedback. For practical modules this feedback will include assessment of a student’s development according to the professional standards of the relevant area of media practice.
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18	<p>Programme Description</p> <p>The BA programme consists overall of 12 modules of 30 credits each, for a total of 360 credits. The modules are divided into three levels. Students will normally take four modules at Level 4, four modules at Level 5, and four modules at Level 6.</p> <p>The degree will culminate with a core Final Year Project module, where students complete either: an extended piece of supervised research on a topic of your choice (8000 words); or a practice-based project which combines a well-defined media practice component with a critical practice essay.</p> <p>The programme structure, which lists core, compulsory and option modules and the year of study within which they will normally be taken, is provided below. Option modules are drawn from the Department of Film, Media and Cultural Studies, as well as a selection of specific modules from the School of Arts.</p> <p>Students may also select options from other programmes at Birkbeck, or select module taken on an intercollegiate basis at another College of the University of London. Programme director approval is required in order to take such modules.</p> <p>For Foundation Year, see School of Arts Foundation Year programme specification.</p>
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¹⁹	Programme Structure			
Part-Time programme – 4 years				
Year 1				
Level	Module Code	Module Title	Credits	*Status
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Core
4	ARMC157S4	The Politics of Culture	30	Core
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	*Status
5	ARMC239S5	Thinking Through Media	30	Compulsory
4		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
Year 3				
Level	Module Code	Module Title	Credits	*Status
5	FFME017S5	Media, Technology and Culture	30	Compulsory
5		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
Year 4				
Level	Module Code	Module Title	Credits	*Status
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
6	ARMC216S6	Project BA Media and Culture	30	Core
Full-Time programme – 3 years				
Year 1				
Level	Module Code	Module Title	Credits	*Status
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Core
4	ARMC157S4	The Politics of Culture	30	Core
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Compulsory
4		Option (See options list below)	30	Option
Year 2				
Level	Module Code	Module Title	Credits	*Status
5	FFME017S5	Media, Technology and Culture	30	Compulsory
5	ARMC239S5	Thinking Through Media	30	Compulsory
5		Option (See options list below)	30	Option
5		Option (See options list below)	30	Option
Year 3				
Level	Module Code	Module Title	Credits	*Status
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
6		Option (See options list below)	30	Option
6	ARMC216S6	Project BA Media and Culture	30	Core
Indicative list of Option Modules from the Department of Film, Media and Cultural Studies and the School of Arts				
Level	Module Code	Module Title	Credits	*Status
4	FFME002S4	Introduction to Cinema	30	Option
4	FFME007S4	Journalism in British Life	30	Option
4	FFME031S4	Introduction to Public Relations and Marketing	30	Option

4	FFME005S4	Television: History and Future	30	Option
4	ARMC120S4	Visual Art: Histories, Networks and Organisations	30	Option
4	AREN096S4	Performing Theatre Histories (Critical Practice I)	30	Option
5	FFME020S5	Approaches to Cinema History	30	Option
5	FFME063S5	Documentary	30	Option
5	FFME013S5	Journalism and Politics	30	Option
5	ARMC145S5	Popular Culture in Japan and East Asia	30	Option
5	AREN198S5	Communities in Theatre and Performance (Critical Practice III)	30	Option
5	ARMC145S5	Popular Culture in Japan and East Asia	30	Option
5	AREN097S5	Space and Performance (Critical Practice II)	30	Option
5	ENHU001S5	Theories of Theatricality and Performance	30	Option
6	FFME036S6	Contemporary European Cinema	30	Option
6	FFME019S6	Gender and Sexuality in Cinema	30	Option
6	FFME050S6	Globalisation and Media Cultures	30	Option
6	ARMC173S6	Media, Digitalisation and the City (level 6)	30	Option
6	FFME015S6	World Cinema	30	Option
6	ARMC235S6	Advanced Skills in Digital and Networked Media	30	Option
6	FFME090S6	Principles of Digital Video and Editing	30	Option
6	ARMC175S6	Principles of Layout and Design	30	Option
6	ARMC230S6	Memory, Media and Digital Culture	30	Option
6	ARMC036S6	Understanding Cultural Audiences: Engagement, Education and Communications	30	Option
6	ARMC187S6	Manga and Anime	30	Option

In consultation with the BA Media and Culture programme director, students may also combine their academic study with up to three modules selected from the wide range of practical options (in areas such as arts management, journalism, multimedia production, public relations and screenwriting) taught across the Department of Film, Media and Cultural Studies.

***Status**

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

20	<p>Regulations</p> <ul style="list-style-type: none"> • Admissions This programme adheres to the College Admissions Policy: http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf • Credit Transfer Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf • Programme Regulations This programme adheres to the College Common Awards Scheme http://www.bbk.ac.uk/registry/policies/regulations • Programme Specific Regulations (or not applicable) N/A
21	<p>Student Attendance Framework – in brief</p> <p>The full version of the ‘Student Attendance Framework’ is available http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf .</p>

	<p>Principle</p> <p>Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded.</p> <p>Attendance expectation</p> <p>Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations.</p> <p>E-Registers</p> <p>All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.</p>
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22	Student Support and Guidance
	All Birkbeck students have access to a range of student support services, details can be found on our website here: http://www.bbk.ac.uk/mybirkbeck/services/facilities

23	Methods of Enhancing Quality and Standards
	<p>The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.</p> <p>For more information please see the Academic Standards and Quality website http://www.bbk.ac.uk/registry/about-us/operations-and-quality</p>

24	Programme Director	Dr Scott Rodgers
25	Start Date (<i>term/year</i>)	Autumn Term 2015
26	Date approved by TQEC	Summer 2014
27	Date approved by Academic Board	Summer 2014
28	Date(s) updated/amended	Jan 2016