![Birkbeck University of London logo]

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**BA Digital Media and Language** (French, German, Italian, Japanese, Korean, Spanish) - BA Digital Media and French / German / Italian / Japanese / Spanish OR - BA Digital Media with French / German / Italian / Japanese / Korean /Spanish (Level 6)
Name and title of any exit qualification(s)	Dip HE Cert HE
Is the programme offered with a Foundation Year?	Yes
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home School/other teaching departments	Creative Arts, Culture and Communication
Location of delivery	Central London
Language of delivery and assessment	English and relevant language
Mode of study, length of study and normal start month	Full-time (3 years); Part-time (4 years) Full-time with FY (4 years); Part-time with FY (6 years) September
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	Communication, media, film and cultural studies Languages Cultures and Applied Linguistics
UCAS code	1F32; IF33 (with FY)
Birkbeck Course Code	UUBADGLN_C (full-time, 3 years) UBADGLNG_C (part-time, 4 years) UUBFDGLN_C (full-time with FY, 4 years) UBFDGLNG_C (part-time with FY, 6 years)
HECoS Code	100440 (Digital Media) (CAH19-04) languages and area studies, inc: (100322) French studies 100324) German studies (100327) Italian studies (101143) Brazilian studies (100765) Iberian studies (101168) Japanese studies (101212) Korean studies
Start date of programme	October 2023
Date of programme approval	November 2022
Date of last programme amendment approval	N/A
Valid for academic entry year	**2024-25**
Programme Director	Scott Rodgers
Date of last revision to document	23/05/2024

Admissions requirements

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

UCAS tariff: 96-120 points (48 for Foundation Year entry)

The UCAS tariff score is applicable to you if you have recently studied a qualification that has a UCAS tariff equivalence. UCAS provides a [tariff calculator](#) for you to work out what your qualification is worth within the UCAS tariff.

Course aims

Birkbeck's cluster of Digital Media BA programmes (BA Digital Media and Culture; BA Digital Media and Creative Practice; BA Digital Media, Arts and Entrepreneurship; and BA Digital Media with a Language) challenge you to gain knowledge of the most recent advances and concerns relating to digital media and culture: from wearable technologies and artificial intelligence, to social media influencers and algorithmic bias. We also put such topics under scrutiny in a wider historical context to enable you to better understand how the digital media we use and depend on today have been made possible.

In the BA Digital Media with a Language programme you will combine the programme cluster's overarching focus on digital media with special attention to developing your skills and knowledge in learning a new language. Through projects, practice-led activities and experimentation you can acquire professional knowledge and aptitudes in areas such as social media, digital design, video editing, marketing, curating and creative entrepreneurship with the acquisition of a new language (French/German/Italian/Japanese/Korean/Spanish). This will help you develop a broad yet highly transferable knowledge and skills relating to digital media and culture, suited to the twenty-first-century context.

You will be taught in Birkbeck's highly interactive evening classes, one to two nights a week, between October and early July. It will be your chance to meet students from different walks of life who bring interesting professional working experiences and cultural and educational backgrounds.

As a student on this degree, you will be encouraged to take full advantage of our central London location, which offers a huge diversity of arts- and media-related events including public debates, exhibitions, conferences, screenings, and film festivals, not to mention a host of media and cultural institutions, from the Tate Modern to the BBC to the British Film Institute. 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 Peltz Gallery, a versatile exhibition and event space.

The aims of the Language component of the programmes are:

- to allow students to reach a high level of competence in a modern foreign language (French, German, Italian, Japanese, Korean, or Spanish).
- to study the associated culture(s) of the language.
- to acquire advanced knowledge of a range of comparative cultural topics.

Language component distinctive features:

The distinctive nature of the languages component of the programmes lies in the flexibility of our languages offering, which extends to the full range of languages taught at Birkbeck (currently French, German, Italian, Japanese, Korean and Spanish) and allows entry at a variety of levels of language competence.

- For the European languages included in this programme, language entry levels are at one of five levels, as defined in the Common European Framework of Reference for Languages (CEFR): Level A1 (Beginners); Level A2 (GCSE or equivalent); Level B1 (AS/A level or equivalent); Level B2 (A level + or equivalent); Level C1 (Proficiency).
- For Japanese there are four basic entry levels, all pegged to the Japanese Language Proficiency Test (JLPT): Beginners, Upper Beginner, Intermediate, Upper Intermediate.
- For Korean, there are three levels, pegged towards the Test of Proficiency in Korean (TOPIK): Beginners for Korean 1, Post-beginners for Korean 2 (entry with just under TOPIK 1), and Pre-intermediate for Korean 3 (entry with post-TOPIK 1 but under TOPIK 2).
- After three years (full-time), students who start at approximately A-level standard language competence will attain a level which conforms to the 'typical' exit level equivalent to CEFR Level C1/C2, as defined in the QAA benchmark statement for 'Languages, Cultures and Societies', or JLPT Level N2.
- Those full-time or part-time students who start at CEFR A1 or JLPT N5 (Language 1) or fulltime students who start with CEFR A2 or JLPT N5 (Language 2) will exit with either CEFR B2 or JLPT N4-N3 (Language 3) or CEFR C1 or JLPT N3-N2 (Language 4).
- For Korean, students will start from beginners and exit after three years with close to TOPIK 2 (entry to Korean 1, exit with Korean 3).
- Please note: All Language modules are taken over three terms (10+10+4 weeks, 2.5 hours per week)
- Students complete 180-210 (normally 210) credits on the Digital Media side of the programme and 150-180 (normally 150) credits on the Language side of the programme.
- If a student achieves the exit level of CEFR C2 (European Language 5) or JLPT Level N3 or above (Japanese 4/5) in their language, and has 150 credits on the Language side of the programme, the eventual award title is:
  - BA Digital Media and French
  - BA Digital Media and German
  - BA Digital Media and Italian
  - BA Digital Media and Japanese
  - OR
  - BA Digital Media and Spanish
- If a student completes at least 150 credits on the Language side but does not achieve CEFR C2 (European Language 5) or JLPT Level N3 or above (Japanese 4/5), the degree awarded is BA Digital Media with Language (either French / German / Italian / Japanese / Korean / Spanish).

- If a student completes fewer than 150, but at least 90, credits on the Language side, this constitutes a 'Minor' pathway, and the award title becomes, e.g., Digital Media with French, etc. Please note for the award of a language minor degree with 90 credits of language, ie Digital Media with Language (either French / German / Italian / Japanese / Korean / Spanish), students must achieve a language level of at least 3.

- For Korean, **only the 'with Korean' award title is currently available**, because we currently do not offer levels beyond Korean 3 for an exit level Korean proficiency.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 3 years					
Year 1					
4	ARMC157S4	Introduction to Digital Culture	30	Core	T1
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Comp	T2
4		Language 1, 2, 3 or 4	30	Core	T1-3
4		Option module (Depts or College)	30	Option	
Year 2					
5	FFME017S5	Media, Technology and Culture	30	Comp	T1
5 6		Language 2, 3 or 4 OR Language 5	30	Core	T1-T3
5	Various ARLL012S5/ ARLL011S5	Language-specific survey module OR Themes in the European and Japanese Novel/Themes in European and Japanese Cinema OR Comparative module e.g. ARCL022S5 Reading Transnational Cultures	30	Option	T1, T2 or T3
5		Option Module (from department list)	30	Option	
Year 3					
6	ARMC265S6	Final Year Project	30	Core	T1-3
6 5		Language 3, 4 or 5 OR Language 'culture' module if Language 5 taken in Year Two	30 30	Core option	T1-T3 T1 OR T2
6		Language 'culture' module(s)	30 OR 15+15	Comp	T1 OR T2
6		Optional module (from FMAC list)	30	Option	
Part-time – 4 years					
Year 1					
4	ARMC157S4	Introduction to Digital Culture	30	Core	T1
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Comp	T2
4		Language 1, 2, 3 or 4	30	Core	T1-3
Year 2					
4		Option (from FMACS, languages or wider college	30	Option	T1, T2 or T3
5	FFME017S5	Media, Technology and Culture	30	Comp	T1
5		Language 2, 3 or 4 OR	30	Core	T1-T3
6		Language 5	30	Core	T1-T3

		Year 3 *(students must take 30 credits at level 6 before year 4)*			
5		Option Module (from FMAC list)	30	option	
5	Various ARLL012S5/ ARLL011S5	Language-specific survey module OR Themes in the European and Japanese Novel/Themes in European and Japanese Cinema OR Language Comparative module e.g. ARCL022S5 Reading Transnational Cultures	30	Option	T1, T2 or T3
6		Language 3, 4 or 5 (taken at Level 6 OR	30	Core	T1-T3
5/6		Language 'culture' module(s) (level 5 if Language 5 taken in Year Two)	30 or 2x15	Option	T1 OR T2
Year 4					
6	ARMC265S	Final year Project	30	Core	T1-3
6		Language 3, 4 or 5 OR	30	Core	T1-T3
6		Language 'culture' module (if language pathway complete)	30 or 15+15	option	T1 OR 2
6		Optional module (from FMAC list)	30 c	Option	T1 OR 2
List of optional modules from Film, Media and Communications					
4	FFME031S4	Introduction to PR and Digital Marketing	30	Option	2
5	FFME063S5	Documentary	30	Option	2
5	ARMC252S5	Digital Media Design and Development	30	Option	3
5	FFME013S5	Journalism and Politics	30	Option	3
5	ARMC249S5	Curating Culture	30	Option	2
5	ARMC196S5	Researching Digitally	30	Option	2
6	ARMC175S6	Principles of Layout and Design	30	Option	2
6	FFME090S6	Principles of Digital Video and Editing	30	Option	2
6	ARMC255S6	Working with Found Footage	30	Option	1
6	ARMC230S6	Memory, Media and Digital Culture	30	Option	1
6	FFME050S6	Globalisation and Media Cultures	30	Option	1
6	ARMC176S6	Media and Conflict	30	Option	1
6	ARMC173S6	Media, Digitalisation & the City	30	Option	2
6	ARMC036S6	Understanding Cultural Audiences	30	Option	1
6	ARMC235S6	Communicating Digitally	30	Option	1

Indicative list of Language survey/culture options:
Options for **level 5** currently include:
ARLL012S5 Themes in the European and Japanese Novel
ARLL011S5 Themes in European and Japanese Cinema
ARLL007S5 Contemporary Literature in French
ARMC145S5 Popular Culture in Japan and East Asia

ARCL022S5 Reading Transnational Cultures
LNLN024S5 Representations of Love, Desire and Sexuality

Options for **level 6** currently include:
ARMC187S6 Manga and Anime
AREL003H6 Sensibility and Sociability in the Eighteenth-Century French Novel
AREL049H6 The French Novel of Disillusionment
ARCL054H6 The Twentieth-Century German Novel
LNLN003H5 The Weimar Republic
TBC Sex, survival and la dolce vita: Neorealist to Contemporary Italian Film
ARCL057H6 The Spanish Noir: Crime and Detection in Contemporary Fiction
ARCL034H6 The Auteurist Tradition in Spanish Cinema
TBC Space, Culture and Society in Brazil

Note: the pathways shown in the structure above are indicative for the BA Digital Media AND Language joint awards. Students who choose to follow a minor award in language (BA Digital Media WITH Language) might replace some language culture or survey optional modules with Digital Media, FMAC, or other modules from the college, at the appropriate level as approved by the course director, provided they pass at least 90 credits of Language core modules and achieve a minimum language level of 3.

Core: *Module must be taken and passed by student*
Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*
Option: *Student can choose to take this module*

(Note – the Foundation year modules are the Arts Foundation year – see separate specification for Foundation year)

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Teaching on this course includes the follow methods:

- Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning.
- Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.
- Creative workshops are designed to combine the generation of creative ideas with practical, critical and interpersonal skills.
- Practical demonstrations, training and experimentation across multiple arts and media forms, devices and platforms not only provides you with the essential portfolio of skills needed for contemporary media and creative work, but also alternative ways of conceptualising your subject from a critical point of view.

- Guest lectures and tours acquaint you with the professional worlds of digital media, creative practices, arts and entrepreneurship, helping to demystify their structures, demands, limitations and possibilities.
- Online platforms augment 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)
- Tutorials are one-to-one meetings where you discuss your assessment or coursework with designated personal tutor, or the module tutor.

Language component:

From the outset, you will work with us to design a degree path which is tuned to your interests and goals. You can choose between French, German, Italian, Japanese, Korean or Spanish starting at the level of language learning that suits you, whether you are a complete beginner or a native speaker. Language classes are normally 2.5 hours long. Activities are varied; the Languages department pioneered the use of learning software for languages, and this has now been extended to Moodle, which allows access to additional targeted language learning materials. Regular homework is given and returned to students, with extensive feedback, usually within a week. All classes are conducted in the target language.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment:

- Essays which will develop in length and expected complexity as you progress through your studies, and which focus on either theoretical topics of critical reflection on creative practice.
- Professional writing (e.g. public relations plans, social media strategies, exhibition programmes)
- Digital media design, production and experimentation (e.g. blogging, video, podcasting, web design, desktop documentary, photography)

Assessment methods in Languages include a variety of exercises testing skills in writing, reading, speaking and listening, including (but not limited to) short coursework assignments, in-class written tests, oral and listening comprehension tests; at Level 5 students complete a self-reflexive essay; and at Level 6 they undertake a short project.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Knowledge and Understanding
1. Awareness of the principal academic theories and approaches in relation to digital media and related areas of arts and creative practice.
2. Awareness of the history of digital media in terms of technologies, genres, professions, institutions and audiences
3. Awareness of the key debates and issues surrounding contemporary digital media
4. Familiarity with a range of digital media genres, applications, platforms and services

5. Ability to interpret, analyse and critique digital media 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

Intellectual
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
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 arts, media and cultural institutions
18. Ability to analyse effectiveness of own work
19. For some students, proficiency in content creation and publishing in selected digital/media forms, genres and platforms, potentially including online publications, mobile apps, user-generated content, social media platforms, web layout and design, podcasts and/or digital video.

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.

Additionally, on successful completion of the **Language component** of this programme a student will be expected to be able to:

French, German, Italian, Spanish:
A. Use of the target language
- Demonstrate appropriate use of the French, German, Italian and/or Spanish language. Our courses have been mapped to the Common European Framework of Reference for Languages (CEFR) as follows:
  - Stage 1 A1-A2
  - Stage 2 B1
  - Stage 3 B2
  - Stage 4 C1
  - Stage 5 C1/C2

  The aims and objectives for each of these stages can be found in each corresponding module proposal.
- Communicate fluently and appropriately, maintaining a high degree of grammatical accuracy, in the target language (TL), with competent or native speakers of the TL, to a level approximately equivalent to CEFR level B2 to C2, depending on starting level.
- Be able to exploit for a variety of purposes and, as appropriate, to contextualise a broad range of materials in written or spoken TL appropriate to the level attained.
- Be able to apply effectively and appropriately language skills in a professional context.

B. Explicit knowledge of language

- Demonstrate a detailed knowledge and effective understanding of the structures, registers and, as appropriate, varieties of TL.
- Demonstrate a detailed knowledge and effective understanding of the linguistic principles required to analyse TL. (This aim applies to certain modules only.)

C. Knowledge of related studies
- Demonstrate an ability critically to evaluate through appropriate methodologies one or more aspects of the arts, cultures, histories, institutions or linguistic situation of the societies in which TL is spoken.
- Demonstrate a broad knowledge and, using appropriate methodologies, a critical understanding of the cultures and societies of countries in which TL is spoken gained through one or more of the creative media of TL.

D. Intercultural awareness and understanding
- Demonstrate a reasoned awareness and critical understanding of one or more cultures and societies, other than the student's own.

Japanese:
A. Use of the target language
- With a focus especially on advancing students' reception skills, to demonstrate experience at comprehending Japanese at natural speed using audio-visual materials; to use original texts from a variety of sources and subject fields to develop their reading techniques including scanning and skimming for key information, reading extended paragraphs and complex sentences, and in-depth reading; to sustain complex conversations in social, cultural, and business situations using appropriate speech forms and politeness registers; to begin to acquire academic-level verbal communication skills, including participation in discussions, and preparing and delivering presentations; to write substantial reports and short essays based on texts read and discussed in class, using their knowledge of between 800-1,000 kanji characters and of appropriate compositional structure.
- Demonstrate cultural sensitivity in communicative exchanges in Japanese.

B-D. As above, and:
- Demonstrate a critical understanding of the key moments and concepts in the cultural/social history of modern Japan.

Korean:
A. Use of the target language
- With a focus especially on advancing students' reception skills, to demonstrate experience at comprehending Korean at natural speed using audio-visual materials; to use original texts from a variety of sources and subject fields to develop their reading techniques including scanning and skimming for key information, reading extended paragraphs and complex sentences; to sustain complex conversations in social, cultural, and business situations using appropriate speech forms and politeness registers; to begin to acquire verbal communication skills, including participation in discussions, and preparing and delivering presentations.
- Demonstrate cultural sensitivity in communicative exchanges in Korean.

B-D. As above, and:

- Demonstrate a critical understanding of the modern Korean society and culture.

Careers and further study

Our graduates go on to a range of careers. Some work directly in the media or the wider cultural and creative industries, for example in digital design and management, film and television, curatorial practice, news media, online publishing, magazines, trade publications or 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 postgraduate academic study.

Graduates of Birkbeck's BA Digital Media cluster will complete with a set of valuable attributes, for example:

- The ability to work as part of a team
- High-level oral and written communication skills in English, both academic and professionally-related
- Research skills
- Skills in evaluating and assessing types of information
- The ability to present yourself and an argument
- Transferrable applied knowledge in working with digital media devices, software and platforms

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

Please check our website for more information about student support services. This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.