Course Specification
Part A

MA Communication, Culture, and Media
AHT080

Faculty of Arts and Humanities
Academic Year: 2021/2022

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

Template Revised August 2018

1. Introduction

The MA in Communication, Culture and Media (MA CCM) aims to produce graduates who are adaptable, flexible and agile in their thinking, research and practice, and who can work interculturally as media experts, professional communicators, researchers and media creatives in the arts and cultural industries.

This course will attract students from around the world who wish to study and explore contemporary media and culture at a specialist advanced level, and will create a genuinely global graduate, with a commitment to taking a holistic and convergent approach to 'theory', 'research' and 'practice.' Students will engage with the world in meaningful, research and experience-based projects that will shape new ways of understanding their complex mediated environment. They will critically use media tools in order to ensure the kind of rich intercultural collaboration which is at the heart of the course. This combined approach to 'theory', 'research' and 'practice' is unique to Coventry University in response to more traditional approaches to cultural theory and media & communication studies. While a practice-based approach is more common in Digital Humanities, the way in which the MA CCM course is constructed is unique amongst Media Studies courses.

Graduates will complete the course with an industry-ready and leading-edge professional portfolio that demonstrates their potential as future leaders in media industries. The course also has a focus on the creative capacities of students, making graduates excellent candidates for work in the creative and cultural industries, including film, television, journalism, digital publishing, and related industries. Students will be able to demonstrate critical thinking skills and will understand the aesthetic and theoretical components of their own and others' work. An emphasis on critical, ethical, and sensitive thinking will further produce graduates well suited to charity, third sector and advocacy work.

The curriculum also responds to the needs of students wishing to go on to doctoral study and further research at Coventry University and beyond, with the course introducing and developing all the components and considerations needed to become a professional academic researcher in today's digital context.

Innovative and Distinct Features
A suite of unique and future-facing modules
- All modules reflect developing and high-currency state-of-the-field knowledge, research and practice in the fields of media and related disciplines. These modules are recognisable, marketable, but also distinctive to Coventry, allowing the course to reflect and practice 'The Coventry Way' in its provision of excellent learning and teaching.

A distinct course ethos, which is geared towards providing an exceptional student experience
- Throughout the course there is a clear challenge to historically discourse-based conventions in Media Studies through a willingness to test theory out in real life contexts through praxis and project management.

Emphasis on global, digital and collaborative practice woven throughout the curriculum
- All modules and learning objectives reflect a course that is dedicated to producing the future professionals of media industries, including academic industries, as demonstrated by the importance given to the three elements of the global, digital and collaborative.
- The transferable skills on the course, such as project development/management, multimodal knowledge sharing, curation and exhibition, and digital literacy, are not simply an add on to other skills learnt throughout the course, but right at the heart of producing competitively advantageous, leading and outstanding professional graduates.

Cluster format
This course will sit as part of a new cluster approach to postgraduate provision in the School of Media and Performing Arts, with a new central course structure that spans several MA programmes. The model establishes a shared ethos and identity for postgraduate study in the school, providing a greater shared community experience, presence and visibility for PG students. The MA programme cluster is centred on a flexible model that allows 3 points of entry across the academic year, where students will encounter a broad range of large and small group teaching as well as dedicated one-to-one support. Students will benefit from expert teaching in their chosen field as well as meaningful connectivity with research and practice expertise from across broader media and production disciplines. Students

from across programmes will collaborate on project-oriented modules for a total of 30 credits allowing natural interdisciplinarity and promoting a greater contextual understanding of their chosen specialism within the broader media sectors. Via these collaborative project modules, students engage directly with the application of their chosen discipline in a variety of contexts including the commercial application of their ideas, the creation of tools that aid international sustainable development and initiating work that empowers communities to tackle the social challenges of the 21st Century.

Within the cluster format, the MA CCM course remains unique in its approach to theory and practice. This course is the most theoretically dense of the cluster, centring critical thinking skills and digital literacy. Student engage in practice-based tasks in order to understand the 'real-world' application of theoretical methodologies.

The MA CCM, alongside the cluster modules, is structured around three thematic 20 credit modules which run independently. Depending on the point of enrolment, students may study these in any order and, as such, they have been designed with interoperability and multifaceted interconnectedness from the outset. Students on the course work alongside each other at different stages in mixed cohorts as part of a community of critical makers. Students are actively encouraged to position themselves within a production ecosystem, working iteratively, sharing works in progress frequently both internally and externally in line with the faculty's open learning ethos.

During semester one, students can apply for the extended route, which offers an opportunity to reflect upon and gain professional experience through three semesters of internship or placement* with a host of different organisations. Students can also undertake or participate in supervised, campus-based University projects. The professional experience supports the development of students' personal and professional skills, such as communication, team-working, self-management, project working and critical reflection to enhance their future employability. This experience will build up on students' previous learning and experiences and encourage them to reflect on their work and skill sets prior to undertaking the final sixty credits of M level study.

Professional experience placements may be paid or unpaid, and this will depend on what is being offered and agreed with the host organisation. Internships can be international, within the UK or may be internal, within the University. Students who secure appropriate campus-based professional experience, may undertake supervised projects, related research and activities designed to offer students the opportunity to develop and integrate curriculum related skills with an understanding of professional practice.

*Internships and placements are subject to competitive application, availability and additional fees.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
MA in Communication, Culture, and Media with Professional Experience Placement	FT 2 years		7
MA in Communication, Culture, and Media	FT 12 months (PT 24 months)		7
PgDip in Communication, Culture, and Media			7
PgCert in Communication, Culture, and Media			

3 Awarding Institution/Body	Coventry University.
4 Collaboration	N/A
5 Teaching Institution and Location of delivery	Coventry University campus, with some blended/online delivery.

6 Internal Approval/Review Dates	Date of latest review: (06/2020) Date for next review: (Academic year 2026/27)
7 Course Accredited by	N/A
8 Accreditation Date and Duration	N/A
9 QAA Subject Benchmark Statement(s) and/or other external factors	This document takes note of the QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (2019) whilst noting their applicability to undergraduate courses: Communication, Media, Film and Cultural Studies This document takes note of the generic benchmark document for Masters courses: https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics
10 Date of Course Specification	September 2020
11 Course Director	Melissa Avdeeff

12 Outline and Educational Aims of the Course

The educational aims for the course are in line with the University Corporate Plan, the Education Strategy and the QAA Framework for Higher Education Qualifications, which pertain to the Faculty of Arts and Humanities as a whole. The educational aims of the course are to produce graduates who are professional, adaptable and agile. With these skills, students will be well placed to take up roles in a range of creative sectors, ranging from advocacy and other forms of applied communications, academic research and scholarship, start-ups, arts, and particular industries within media sectors (e.g. film, journalism, cultural criticism, television, journalism, digital publishing).

The MA in Communication, Culture and Media aims to enable students to:

- Gain an understanding of their discipline that is cutting edge, creative and critical by being able to see the interconnections between thinking, discovering and doing, and with an in-depth understanding of current and future conceptual frameworks;

- Develop an approach to critical thinking and feeling that demonstrates agility, resilience and flexibility by being able to see and respond through different and adaptable frameworks, adjusting their sense-making accordingly, and reacting in context-specific ways to a range of global, digital, culturally complex media forms;

- Respond at an advanced and critical level to global changes and new challenges in contemporary media and media forms;

- Collaborate effectively, with the ability to work in transnational contexts with respect to intercultural differences. In doing so, to be able to acknowledge cross-cultural difference in collaborative work, and to welcome its personal and group-level benefits;

- Be part of a global, borderless community within the university and beyond, and to actively seek outward-facing opportunities with confidence;

- Understand and practise professionalism and professional communication at an advanced level by showing an ability to reflect on and map out their own professional profile, plan their own personal development, and do so in a way that ensures their own visibility and success;

- Develop transferable skills that allow them to research, think and work in flexible and interpretative ways that are fit for purpose and that make them distinctive in a globally competitive employment market.

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13 Course Learning Outcomes

The course outcomes have been mapped against the 6 pillars of the Education Strategy: a) Creativity & enterprise

b) Intercultural & international engagement

c) Community contribution and responsibility

d) Innovation & digital fluency

e) Employability

f) Research-inspired teaching

On successful completion of the course, a student will be able to:

1. React and respond creatively and at an advanced level to different media forms; (a, d)

2. Demonstrate an awareness and sensitivity to gender, race, sexuality, and ethnicity, and a willingness to challenge structural inequalities; (c, b)

3. Critically engage with content which is cutting edge, evaluating and using it in a flexible and professional way to develop knowledge; (d, f)

4. Engage with international, local and regional contexts and approaches to analyse and produce meaningful work, which demonstrates an advanced level of understanding; (b, e)

5. Produce visible and outward facing content which engages with a network of peers and media professionals; (c, e, f)

6. Self-manage and communicate effectively with colleagues and peers through a range of workloads and self-directed projects, which demonstrates forward-thinking professionalism; (f, e)

7. Engage with new ideas and practices, utilising a range media tools and modes of presentation. (d, a)
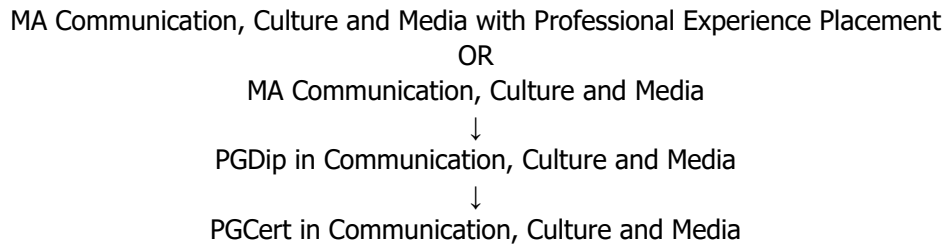
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14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Professional Experience

During semester 1, students who have expressed an interest in undertaking a work placement or internship should begin the application process for these opportunities. Students have the responsibility for securing a placement/internship. They will be supported throughout the application process by a specialist employer engagement team. The university will work with employers to identify opportunities. Subject to securing a placement/internship, the International Student Support team will work with international students to obtain UK study visa extensions. Visas required to work in other countries will be the responsibility of the student.

The course is structured so that students complete two semesters of taught modules and then could spend three semesters on professional experience placement. During this time students would be enrolled onto modules 7055MAPA, 7056MAPA, and 7057MAPA. The modules are zero credit and do not contribute to the classification of the award but must be passed to complete the placement. Upon completion of the work placement, students would return to Coventry to complete the final semester during which time they undertake their project module which may be informed by the learning acquired during the professional experience.

Cascade of Awards:

MA Communication, Culture and Media with Professional Experience Placement
OR
MA Communication, Culture and Media
↓
PGDip in Communication, Culture and Media
↓
PGCert in Communication, Culture and Media

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

Credit level	Module Code	Title	Credit Value	Mandatory or Optional	Course Learning Outcomes
7	7069MAPA	Contemporary Media Entanglements	20	M	1, 2, 3, 4, 5, 6, 7
7	7068MAPA	Subjectivities and Digital Culture	20	M	1, 3, 4
7	7067MAPA	Mobilities and Transformation	20	M	2, 4, 6, 7
7	7058MAPA	Research Methods	20	M	1, 3, 6
7	7059MAPA	Final Major Project: Research and Planning	30	M	1, 2, 3, 4, 7
7	7060MAPA	Final Major Project: Production and Sharing	30	M	1, 2, 3, 4, 5, 6, 7
7	7061MAPA	Collaborative Community Project	10	M	1, 4, 5, 6
7	7063MAPA	Collaborative Enterprise Project	10	M	2, 3, 5, 7
7	7062MAPA	Collaborative Social Challenge Project	10	M	1, 2, 5, 6, 7
7	7001CGE	Transnational Professional Development	10	M	4,6

Credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
Subject to securing an appropriate placement opportunity and fulfilling the selection requirements, students will be transferred to the two-year course and the zero credit modules listed below are to be taken.					
7	7055MAPA	Extended Masters Professional Experience Module A	0	Optional	4, 5, 6
7	7056MAPA	Extended Masters Professional Experience Module B	0	Optional	4, 5, 6
7	7057MAPA	Extended Masters Professional Experience Module C	0	Optional	4, 5, 6

The work placement is to be taken over three semesters and prior to the final dissertation/project that must be taken in the final semester of the course.

Normal Delivery Patterns:

The MA Communication, Culture and Media has three possible entry points (September, January and May) and students can study in both F/T and P/T modes. Students on the course will normally follow one of the indicative delivery patterns outlined in the tables below:

Delivery Pattern	Full Time
Starting Semester	September

Semester 1 (Sept)	Semester 2 (Jan)	Semester 3 (May)
Contemporary Media Entanglements (20)	Subjectivities and Digital Culture (20)	Mobilities and Transformation (20)
Research Methods (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Transnational Professional Development (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)
Collaborative Social Challenge Project (10)		

Delivery Pattern	Full Time
Starting Semester	January

Semester 1 (Jan)	Semester 2 (May)	Semester 3 (Sept)
Subjectivities and Digital Culture (20)	Mobilities and Transformation (20)	Contemporary Media Entanglements (20)
Research Methods (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Transnational Professional Development (10)	Collaborative Enterprise Project (10)	Collaborative Social Challenge Project (10)
Collaborative Community Project (10)		

Delivery Pattern	Full Time
Starting Semester	May

Semester 1 (May)	Semester 2 (Sept)	Semester 3 (Jan)
Mobilities and Transformation (20)	Contemporary Media Entanglements (20)	Subjectivities and Digital Culture (20)
Research Methods (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Transnational Professional Development (10)	Collaborative Social Challenge Project (10)	Collaborative Community Project (10)
Collaborative Enterprise Project (10)		

Part time delivery pattern:

Delivery Pattern	Part Time				
Starting Semester	September				
Semester 1 (Sept)	Semester 2 (Jan)	Semester 3 (May)	Semester 4 (Sept)	Semester 5 (Jan)	Semester 6 (May)
Research Methods (20)	Subjectivities and Digital Culture (20)	Mobilities and Transformation (20)	Contemporary Media Entanglements (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	– TransnationalProfessional Development (10)		

Delivery Pattern	Part Time				
Starting Semester	January				
Semester 1 (Jan)	Semester 2 (May)	Semester 3 (Sept)	Semester 4 (Jan)	Semester 5 (May)	Semester 6 (Sept)
Research Methods (20)	Mobilities and Transformation (20)	Contemporary Media Entanglements (20)	Subjectivities and Digital Culture (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Collaborative Social Challenge Project (10)	– Transnational Professional Development (10)		

Delivery Pattern	Part Time				
Starting Semester	May				
Semester 1 (May)	Semester 2 (Sept)	Semester 3 (Jan)	Semester 4 (May)	Semester 5 (Sept)	Semester 6 (Jan)
Research Methods (20)	Contemporary Media Entanglements (20)	Subjectivities and Digital Culture (20)	Mobilities and Transformation (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Transnational Professional Development (10)		

15 Criteria for Admission and Selection Procedure

General requirements are in line with University Policy. Specific entry requirements can be found via the 'Entry Requirements' tab on the course web page. Successful applicants are usually expected to hold a good honours degree, or equivalent. Applicants may be invited to interview or to provide a portfolio of work.

Students whose first language is not English must demonstrate proficiency in the English language equivalent to IELTS 6.5.

For students entering with advanced standing, the course conforms to the standard university RP(E)L procedure

Further information can be found via the Postgraduate Study page: https://www.coventry.ac.uk/study-atcoventry/postgraduate-study/

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Postgraduate Mode R.

17 Indicators of Quality Enhancement

The Course is managed by the Media and Performing Arts Board of Study of the Faculty of Arts and Humanities. The Progression and Awards Board (PAB) is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations. The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

Students are represented on the Student Forum, Board of Study and Faculty Board, all of which normally meet two or three times per year. Student views are also sought through module and course evaluation questionnaires and the Postgraduate Taught Experience Survey (PTES).

Staff development within the School of Media and Performing Arts is planned in line with the School strategy for staff development. Members of the School have in the past undertaken staff development provided by the University's PgCert, a series of external academic and professional bodies, as well as internal School staff development activities.

All courses are subject to a major review involving subject experts external to the University, normally on a three-year cycle. At these reviews the views of current and former students and employers are sought where appropriate.

The QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards;
- quality of student learning opportunities;
- quality of the information about learning opportunities;
- enhancement of student learning opportunities.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:
- Course blog and Twitter feed
- MA Communication, Culture and Media Student Handbook
- Module Guides
- Module Information Directory
- Faculty of Arts and Humanities Handbook
- Study Support information is accessible from student services home page