

Course Specification

| Course Summary Information | | |
|----------------------------|---------------------------------------------------------------------------------------|----------------------------|
| 1 | Course Title | MA Media Production |
| 2 | BCU Course Code | PT1106 |
| 3 | Awarding Institution | Birmingham City University |
| 4 | Teaching Institution(s) (if different from point 3) | |
| 5 | Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable) | |

| 6 | Course Description |
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| | <p>The MA Media Production course gives you the opportunity to kick start or further your career in the television and radio industries. The postgraduate course offers a clear progression pathway for students who have already completed undergraduate studies in television or radio.</p> <p>For those who already have industry experience, or are looking to change career path, the course provides the chance to learn additional skills and apply professional media practice to your existing resume.</p> <p>What's covered in the course?</p> <p>While this is largely a practical course that will give you the professional skills you'll need to work in a fast-paced, real world television or radio environment, you'll also study production theory.</p> <p>You'll develop a detailed knowledge of how both mediums work today and how they are constantly evolving. Professional practice is embedded into the course which will prepare you for a career in either the television or radio industries.</p> <p>You'll also use your academic thinking to evaluate the current state of digital media, giving you the opportunity to reflect critically on your own performance.</p> <p>Throughout the course, you'll be supported by academic staff who are experience in television and radio production.</p> <p>If you have an interest in television production you will develop a detailed knowledge of how production processes work and will be encouraged to explore online content development and distribution. The specialist television modules mirror industry approaches and therefore you will operate as a production team to complete assignments in both modules.</p> <p>Students who follow the radio pathway will develop both live and pre-recorded production skills for traditional AM/FM broadcasting, as well as podcasting, and other online forms of audio distribution. You'll also learn about community radio and explore how radio is used as an educational tool for social and economic development.</p> |

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| | If your ambitions lie in setting yourself up as a freelancer with a focus on technical skills we will encourage you to develop your entrepreneurial and networking skills and engagement with social media platforms to establish a robust foundation to launch your professional career. |
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| 7 | Course Awards | | |
| 7a | Name of Final Award | Level | Credits Awarded |
| | Master of Arts Media Production | 7 | 180 |
| | Master of Arts Media Production with Professional Placement | 7 | 240 |
| 7b | Exit Awards and Credits Awarded | | |
| | Postgraduate Certificate Media Production | 7 | 60 |
| | Postgraduate Diploma Media Production | 7 | 120 |

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| 8 | Derogation from the University Regulations |
| | Not applicable |

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|----------|---------------------------------------|--------------------------------------|--------------------------|----------------|
| 9 | Delivery Patterns | | | |
| | Mode(s) of Study | Location(s) of Study | Duration of Study | Code(s) |
| | Full Time | City Centre | 1 year | PT1106 |
| | Full Time with Professional Placement | City Centre (and placement provider) | 2 year | PT1456 |

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| 10 | Entry Requirements |
| | The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ . |

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| 11 | Course Learning Outcomes | | |
| Knowledge and Understanding | | | |
| 1 | A critical understanding of media theory, production and industrial perspectives and the relationships between these systems of knowledge | | |
| 2 | Knowledge of a range of research approaches – the ability to critically evaluate a wide range of research methodologies and to apply them in a sustained manner to theoretical/production and industrial modes of enquiry | | |
| 3 | Knowledge of media industries within international contexts – a critical understanding of the cultural, economic, political and regulatory contexts across a range of transnational media case-studies | | |
| 4 | The ability to critically evaluate your own production and industry skills and practices against wider transdisciplinary debates within the field | | |
| Cognitive and Intellectual Skills | | | |
| 5 | Independent Learning – the ability to research and apply a wide range of concepts relevant to media conventions | | |

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| 6 | Analytical skills – the ability to critically evaluate a range of media methodologies in order to apply them to theoretical, production and industry case-studies |
| 7 | Critical reflection – the ability to evaluate your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions |
| 8 | Research skills – the ability to originate research questions and new fields of critical enquiry by drawing on a wide range of existing sources, and conceptual frameworks |
| Practical and Professional Skills | |
| 9 | Technical skills – the ability to apply a range of audio visual production processes to wider debates within the media field |
| 10 | A critical understanding of professional context – the ability to apply Master’s level debates to a real world working environment |
| 11 | Creative skills – develop as a critical maker, creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies |
| 12 | The ability to produce work which demonstrates a critical understanding of media forms, structures, audiences in their international contexts |
| Key Transferable Skills | |
| 13 | The ability to work in an independent and creative manner across a variety of research and collaborative settings |
| 14 | The capacity to deliver research led reports of a specified length, format, brief and deadline, which use appropriate referencing sources as part of their presentation |
| 15 | The ability to work independently and in a self-motivated manner to create a sustained piece of research and or a production/industry artefact |
| 16 | The ability to combine, synthesise and critically comment upon a range of ideas and express them in both written and creative works |

| 12 | Course Requirements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 12a | <p><u>MA Media Production (Television Production Strand)</u></p> <p><i>Level 7: In order to complete this course a student must successfully complete all the following CORE modules (totalling 140 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED7330</td> <td>Television Documentary and Features</td> <td>20</td> </tr> <tr> <td>MED7332</td> <td>Television Factual Entertainment</td> <td>20</td> </tr> <tr> <td>MED7366</td> <td>Research in Practice</td> <td>20</td> </tr> <tr> <td>ADM7001</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>MED7382</td> <td>Major Project: Media</td> <td>60</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED7334</td> <td>Narrative: From Media to Interactive Media</td> <td>20</td> </tr> <tr> <td>MED7325</td> <td>Social Media as Culture and Practice</td> <td>20</td> </tr> <tr> <td>MED7339</td> <td>Live Events and Festival Management</td> <td>20</td> </tr> <tr> <td>MED7327</td> <td>Media Law and Regulation</td> <td>20</td> </tr> <tr> <td>MED7353</td> <td>Film Festivals, Marketing and PR</td> <td>20</td> </tr> <tr> <td>MED7326</td> <td>Strategic Communication for Social Change</td> <td>20</td> </tr> <tr> <td>ADM7006</td> <td>Collaborative Practice</td> <td>20</td> </tr> </tbody> </table> <p><u>MA Media Production (Radio and Audio Production Strand)</u></p> <p><i>Level 7: In order to complete this course a student must successfully complete all the following CORE modules (totalling 140 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED7342</td> <td>Radio and Audio Production</td> <td>20</td> </tr> <tr> <td>MED7340</td> <td>Community and Development Radio</td> <td>20</td> </tr> <tr> <td>MED7366</td> <td>Research in Practice</td> <td>20</td> </tr> <tr> <td>ADM7001</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>MED7382</td> <td>Major Project: Media</td> <td>60</td> </tr> </tbody> </table> | Module Code | Module Name | Credit Value | MED7330 | Television Documentary and Features | 20 | MED7332 | Television Factual Entertainment | 20 | MED7366 | Research in Practice | 20 | ADM7001 | Work Placement | 20 | MED7382 | Major Project: Media | 60 | Module Code | Module Name | Credit Value | MED7334 | Narrative: From Media to Interactive Media | 20 | MED7325 | Social Media as Culture and Practice | 20 | MED7339 | Live Events and Festival Management | 20 | MED7327 | Media Law and Regulation | 20 | MED7353 | Film Festivals, Marketing and PR | 20 | MED7326 | Strategic Communication for Social Change | 20 | ADM7006 | Collaborative Practice | 20 | Module Code | Module Name | Credit Value | MED7342 | Radio and Audio Production | 20 | MED7340 | Community and Development Radio | 20 | MED7366 | Research in Practice | 20 | ADM7001 | Work Placement | 20 | MED7382 | Major Project: Media | 60 |
| | Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | MED7330 | Television Documentary and Features | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | MED7332 | Television Factual Entertainment | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | MED7366 | Research in Practice | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ADM7001 | Work Placement | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | MED7382 | Major Project: Media | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | MED7334 | Narrative: From Media to Interactive Media | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | MED7325 | Social Media as Culture and Practice | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7339 | Live Events and Festival Management | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7327 | Media Law and Regulation | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7353 | Film Festivals, Marketing and PR | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7326 | Strategic Communication for Social Change | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ADM7006 | Collaborative Practice | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7342 | Radio and Audio Production | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7340 | Community and Development Radio | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7366 | Research in Practice | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ADM7001 | Work Placement | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MED7382 | Major Project: Media | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

| Module Code | Module Name | Credit Value |
|--------------------|--------------------------------------------|---------------------|
| MED7334 | Narrative: From Media to Interactive Media | 20 |
| MED7325 | Social Media as Culture and Practice | 20 |
| MED7339 | Live Events and Festival Management | 20 |
| MED7327 | Media Law and Regulation | 20 |
| MED7353 | Film Festivals, Marketing and PR | 20 |
| MED7326 | Strategic Communication for Social Change | 20 |
| ADM7006 | Collaborative Practice | 20 |

Level 6:

In order to qualify for the award of MA Media Production with Professional Placement, a student must successfully complete all of the Level 7 modules listed above of their chosen strand as well as the following Level 6 module:

| Module Code | Module Name | Credit Value |
|--------------------|------------------------|---------------------|
| PLA6003 | Professional Placement | 60 |

12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

MA Media Production (TV Production Strand)

| SEMESTER 1 | SEMESTER 2 | MA STAGE | PLACEMENT |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------|----------------------------------------|
| <u>Subject Module 1</u> (20 Credits) Television Documentaries and Features | <u>Subject Module 2</u> (20 credits) Television Factual Entertainment | Major Project: Media (60 credits) | Professional Placement (60 credits) |
| <u>Option Module 1</u> (20 credits) | <u>Option Module 2</u> (20 credits) | | |
| <u>Core Module</u> (20 credits) Research in Practice | Core Module (20 credits) Work Placement | | |

MA Media Production (Radio and Audio Production Strand)

| SEMESTER 1 | SEMESTER 2 | MA STAGE | PLACEMENT |
|---------------------------------------------------------------------------|--------------------------------------------------------------------------------|---------------------------------------------|----------------------------------------|
| <u>Core Module 1</u> (20 Credits) Radio and Audio Production | <u>Core Module 2</u> (20 credits) Community and Development Radio | Major Project/ Dissertation (60 credits) | Professional Placement (60 credits) |
| <u>Option Module 1</u> (20 credits) | <u>Option Module 2</u> (20 credits) | | |
| <u>Core Module</u> (20 Credits) Research in Practice | <u>Core Module</u> (20 Credits) Work Placement | | |

Professional Placement Year (Optional)

Students on the Professional Placement Year version of this course will undertake their placement after completion of their final Major Project.

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

MA Media Production (Television Production Strand)

Level 7

Workload

% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|-----------------|
| Scheduled Learning | 220 |
| Directed Learning | 120 |
| Private Study | 360 |
| Total Hours | 1800 |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 100% |
| Exam | |
| In-Person | |

MA Media Production (Radio and Audio Production Strand)**Level 7****Workload****% time spent in timetabled teaching and learning activity**

| Activity | Number of Hours |
|--------------------|------------------------|
| Scheduled Learning | 220 |
| Directed Learning | 1220 |
| Private Study | 360 |
| Total Hours | 1800 |

Balance of Assessment

| Assessment Mode | Percentage |
|------------------------|-------------------|
| Coursework | 92% |
| Exam | |
| In-Person | 8% |