Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Media and Communication with Foundation Year
2	**Course Code**	US0648F
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**
	How media is made, who makes it, how it is consumed, and whose interests it serves are key questions you will explore in Media and Communication. These questions have significant implications for which stories and voices are prioritised and which are overlooked in the world you live in. In a media landscape that's constantly evolving, and where media is accessible everywhere, these questions become even more important for those wanting to understand the media and those aiming to work in it. The transferable, critical, and technical skills you'll gain during the course will prepare you for post-graduate study, work in the media industry, and many other sectors. You'll be given the space and freedom to explore and develop your own research and professional interests, allowing you to build confidence and establish a clear focus for your next steps. You'll learn how the media industries construct and depict stories and the impact this has on our understanding of media production practices, representation, identity, and culture. You will understand how audiences engage with these stories, how they interpret them, and why they do so. Alongside these critical skills, you will also develop technical skills across a broad range of media forms, including television, radio, photography, and digital. You won't learn these skills in isolation; instead, you'll be encouraged to combine research and production skills, using your own media content creation to explore these issues creatively. Through your work, you'll address current societal issues, emergent media forms and platforms, and critically consider the history, present, and future of the media industry. This course will equip you to explore and challenge intersections within the media, to ask and answer questions about why the media is the way it is, and to have the confidence and ambition to experiment with media forms. You'll be empowered to create innovative and responsible media texts that speak to diverse audiences. **About foundation courses** This four-year programme has been specifically designed to allow students who do not initially meet the entry requirements for a three-year degree, to undertake additional level 3 study designed to ensure they are successful on their chosen degree programme. After successful completion of your foundation year, you will have the flexibility to switch (should you wish to change direction) onto several related undergraduate Media degree programmes.

7	Course Awards		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with Honours Media and Communication	6	480
7b	**Exit Awards and Credits Awarded**		
	Foundation Certificate Media and Communication Certificate of Higher Education Media and Communication Diploma of Higher Education Media and Communication Bachelor of Arts Media and Communication	3 4 5 6	120 240 360 420

8	Variation from the University Regulations
	Not applicable

9	Delivery Patterns		
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full-time	City Centre	4 years	US0648F

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 , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	The aims of this course are: • To develop critically aware, ethical graduates who are creative problem solvers and innovators. • To develop in students a deep understanding of the cultural contexts and impact of media production and reception. • To introduce students to a range of research methodologies to enable understanding of media production and reception. • To establish and develop a range of production skills across different media forms. • To support and encourage experimental and active enquiry-based media practice. • To provide the scaffolding and opportunities for students to develop the confidence and ambition to challenge the status quo. • To equip graduates of the course with long-term employability skills, enabling them to navigate the media employment landscape and to shape their future roles as creative leaders and thinkers.

12	Course Learning Outcomes
	Knowledge and Understanding

1	Research and appraise media forms, structures, audiences and specific communication approaches.
2	Interrogate and interpret media forms and genres, and the way in which they create understanding, meaning and affect.
3	Examine the cultural, economic, political and technological contexts of the creative industries.
4	Initiate, develop and realise distinctive and creative media production work.
5	Appraise the ethical, regulatory and legal considerations relevant to the production of cultural forms and products.
	Skills and Other Attributes
6	Select and apply research methods creatively, reflexively and effectively.
7	Critically evaluate production work in a reflexive manner, with reference to academic and professional issues, debates and conventions.
8	Apply creative and critical thinking in order to develop solutions to problems related to contemporary issues within media and communication.
9	Communicate effectively in different interpersonal settings and in a variety of media.
10	Evaluate the professional context of a changing media landscape in order to prepare the world of work.

13	**Level Learning Outcomes**
	Upon completion of Level 3/ the Foundation Certificate, you will be able to:
1	Recognise the range of roles that are required in a media production team and the inter-relationship between them.
2	List appropriate sources of information to support an understanding of relevant theories, ideas and concepts.
3	Undertake research that supports an understanding of media texts and audiences
4	Use media production skills in order to communicate information in appropriate ways to a pre-defined audience.
5	Use a range of academic skills and appropriate behaviours required to be successful as a higher education student and identify areas for improvement.
	Upon completion of Level 4 / the Certificate of Higher Education, you will be able to:
1	Develop a range of transition skills to successfully study at university level.
2	Understand a range of core theoretical concepts which underpin media production and cultural practices of reception.
3	Develop media content across a broad base of media production skills.

4	Identify individual performance and learning objectives and how to achieve them.
	Upon completion of Level 5 / the Diploma of Higher Education, you will be able to:
1	Contextualise advanced knowledge and understanding of media industries and working practices.
2	Consolidate and develop advanced media production and planning skills to reach a wide range of audiences.
3	Critically apply cultural theoretical perspectives to media production work to examine the creation of meaning.
4	Engage with a range of academic, professional, and personal opportunities to prepare for a career in the media and communications industries.
5	Critically examine contemporary issues related to media, culture and society.
	Upon completion of 60 credits at Level 6 / the Bachelors Degree, you will be able to:
1	Critique a range of media and cultural concepts and practices and their impact on society.
2	Synthesise advanced production and planning skills to develop solutions to problems.
3	Create distinctive and professional work within real world contexts.
4	Be industry ready and equipped for pursuing a career in your chosen field.

14	**Course Learning, Teaching and Assessment Strategy**
	All of our taught courses align with our Learning, Teaching and Assessment strategy. This ensures that the teaching on your course will be shaped by the expertise in research and practice of our academic staff. The relationship between research and teaching ensures we can offer a curriculum that incorporates advances in research, emphasises the processes for producing knowledge and adopts an inquiry-based approach, designed to encourage new ideas and experimentation. Our strategy also ensures that the curriculum on your course will be designed and delivered inclusively. Our inclusive approach to curriculum and pedagogy reflects the wide range of contemporary issues which are of concern to our diverse student and staff population. This results in a curriculum which positively engages with and is willing to address and discuss issues of social justice and equality. Our approach is aimed at supporting the building of academic communities of practice and fostering high levels of scholarly professionalism in our students. All courses embed distinctive graduate attributes relevant to the subject and we hope that you will find your course engaging, challenging, stimulating and fun. **How you will learn:** Your learning will be through a mixture of lectures, practical workshops and seminars. Your course also provides an opportunity to undertake work-based learning through a placement. We embed flexible opportunities for you to access your curriculum including recorded lectures, blended learning, on-campus delivery and intensive delivery of some modules. We recognise that students

	progress to higher education from a variety of educational experiences and that university is a completely new educational environment for most of you. For that reason, you will find that in your first year with us there is a focus on supporting your transition which places an emphasis on developing both the confidence and the competencies required for being successful at your university assignments. Where appropriate, we will bring in external speakers or arrange visits relevant to your specialism. These may be from industry or be focused on a particular specialist academic interest. We have excellent links with industry, community and scholarly partners which we draw on to enhance your learning experience. **How you will be assessed:** All our assessments are designed to ensure that you meet the learning outcomes of your modules and thus of the course overall. Assessment types may include written research reports, essays, case studies, practical work, portfolios and presentations. There are no formal examinations on your course, but short classroom tests may be included within an element of assessment. You will be assessed as an individual but there may be times when you will be asked to work within teams and submit assessments as groups. All modules offer chances for formative assessment, that is, informal assessments that are used to assess your understanding before the final submission of your work. Formative assessments also help inform the teaching strategy within a module, identifying areas where we can offer extra help and guidance. We will offer tutorials and a chance for you to discuss your draft assessments before you submit them. Once marked, we will give formal feedback and 'feed forward' on all work submitted, aimed at helping you improve future submissions. **What we expect of you:** Your course is designed so that you experience learning through inquiry: questioning, investigating, examining, exploring, analysing and creating. By engaging fully with your studies and taking up the support we offer you, you will gain the confidence and skills you need to be successful in your studies. As you progress through your course, we will increasingly expect you to study independently. In your final year you will undertake a major project for which you will receive supervision, but we will expect you to organise your learning and undertake independent research. By the end of the course, as a result of your full engagement with your studies, you will be able to begin the next stage of your life as a confident, resilient and socially aware person.

15	**Course Requirements**

15a

Level 3:
In order to complete this course, you must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MED3005	Media Audiences	20
MED3010	Professional and Academic Skills	20
MED3008	Media Production Practice	20
MED3006	Collaborative Media Production	20
MED3007	Media Concepts and Investigation	20
MED3009	Media Project	20

Level 4:
In order to complete this course, you must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MED4204	Popular Culture	20
MED4196	Understanding Texts, Industries and Audiences	20
MED4195	Investigating Texts, Industries and Audiences	20
MED4203	Image and Sound	20
MED4202	Creating Media Content	20
MED4194	Community and Industry Collaboration	20

Level 5:
In order to complete this course, you must successfully complete all the following CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value
MED5256	Cultural Theory	20
MED5255	The Creative Industries	20
MED5257	Identity and the Media	20

In order to complete this course, you must successfully complete at 20 credits from the following indicative list of CORE School modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5001	Live Project	20
ADM5006	Collaborative Practice	20

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

Module Code	Module Name	Credit Value
MED5159	Bi-Media Drama	20
MED5164	Comedy in the Media and Popular Culture	20
MED5168	Fandoms and Subcultures	20
MED5181	Photojournalism	20
MED5196	Television Studio	20
MED5202	Creating Compelling Content	20
MED5217	Digital Storytelling	20
MED5219	Radio Documentary and Podcast Production	20
MED5230	Commercial Photography	20
MED5234	Emotion, Media and Culture	20
MED5258	Climate Change, Media Work, and You	20
MED5251	Television From Small Screens to Smart Screens	20
MED5244	Graphic Design	20
MED5247	PR Campaign Planning	20
MED5261	Digital Creators Lab: Media and Journalism	20
MED5249	Exploring PR, social media and influencers	20
MED5250	Live Music and Media	20
MED5245	Live Radio Production	20

Level 6:
In order to complete this course, you must successfully complete all the following CORE modules (totalling 40 credits):

Module Code	Module Name	Credit Value
MED6222	Media for Social Change	20
MED6228	Major Project - Preparation	20

In order to complete this course a student must successfully complete one module from the following list of CORE-OPTION modules (worth 40 credits)

Module Code	Module Name	Credit Value
MED6225	Major Project - Dissertation	40
MED6226	Major Project - Hybrid	40
MED6227	Major Project - Production	40

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

Module Code	Module Name	Credit Value
MED6174	Media Activism	20
MED6196	Understanding Social Media: Practices, Cultures and Debates	20
MED6210	Digital Futures	20
MED6212	Creative Camera	20
MED6215	Radio Station	20
EGL6155	Audio Drama and Podcast Writing	20
MED6233	Audience and User Experience	20
MED6230	Gender, Sexuality and the Body	20
MED6236	Race, Media and Culture	20
MED6232	Popular Music Narratives	20
MED6231	Media Production Company	20
MED6235	Communication in Action	20
MED6229	Feature Writing for News Media	20

15b	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.

Level 3

SEMESTER ONE	SEMESTER TWO
Core modules: MED3005 Media Audiences MED3010 Professional and Academic Skills MED3008 Media Production Practice	Core modules: MED3006 Collaborative Media Production MED3007 Media Concepts and Investigation MED3009 Media Project

Level 4

SEMESTER ONE	SEMESTER TWO
Core modules: MED4196 Understanding Media Texts, Industries and Audiences (20 credits) MED4204 Popular Culture (20 credits) MED4203 Image and Sound (20 credits)	Core modules: MED4195Investigating Media Texts, Industries and Audiences (20 credits) MED4202 Creating Media Content (20 credits) MED4194 Community and Industry Collaboration (20 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core modules: MED5256 Cultural Theory (20 credits) MED5255 The Creative Industries (20 credits)	Core module: MED5257 Identity and the Media (20 credits)
	Core-option module: ADM5000 Work Placement (20 credits) Or ADM5001 Live Project (20 credits) Or ADM5006 Collaborative Practice (20 credits)
Option module (20 credits). One from: • MED5181 Photojournalism • MED5245 Live Radio Production • MED5196 Television Studio	Option module (20 credits). One from: • MED5230 Commercial Photography • MED5159 Bi-Media Drama • MED5234 Emotion, Media and Culture

• MED5164 Comedy in the Media and Popular Culture • MED5168 Fandoms and Subcultures • MED5258 Climate Change, Media Work, and You • MED5244 Graphic Design • MED5247 PR Campaign Planning • MED5202 Creating Compelling Content	• MED5251 Television From Small Screens to Smart Screens • MED5219 Radio Documentary and Podcast Production • MED5261xxx Digital Creators Lab: Media and Journalism • MED5249 Exploring PR, social media and influencers • MED5250 Live Music and Media • MED5217 Digital Storytelling

Level 6

SEMESTER ONE	**SEMESTER TWO**
Core modules: MED6222 Media for Social Change (20 credits) MED6228 Major Project Preparation (20 credits)	Core-option module: MED6225 Major Project - Dissertation (40 credits) Or MED6226 Major Project - Hybrid (40 credits) Or MED6227 Major Project – Production (40 credits)
Option module (20 credits). One from: • MED6229 Feature Writing for News Media • MED6215 Radio Station • MED6231 Media Production Company • MED6230 Gender, Sexuality and the Body • MED6232 Popular Music Narratives • MED6196 Understanding social media: Practices, Cultures and Debates	Option module (20 credits). One from: • MED6210 Digital Futures • MED6174 Media Activism • MED6236 Race, Media and Culture • MED6233 Audience and User Experience • MED6212 Creative Camera • MED6235Communication in Action • EGL6155 Audio Drama and Podcast Writing

16	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.

Level 3

Workload

23% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	276
Directed Learning	660
Private Study	264
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	83%
Exam	0%
In-Person	17%

Level 4

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	720
Private Study	264
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	0%
In-Person	10%

Level 5

Workload

16% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	190
Directed Learning	730
Private Study	260
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%

Level 6

Workload

13% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	150
Directed Learning	714
Private Study	336
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%