

Programme Specification: Post Graduate Taught

For students starting in Academic Year 2024/25

1. Course Summary

Names of programme and award title(s)	MA Global Media and Culture
Award type	Taught Masters
Mode of study	Full-time Part-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	1 year full-time or 2 years part-time
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not Applicable
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Full-time Fee for 2024/25 is £9,800</p> <p>Part-time Fee for 2024/25 is £5,400*</p> <p>International students:</p> <p>Fee for 2024/25 is £19,500</p>

How this information might change: Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

* We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

2. Overview of the Programme

Media and Cultural Studies is an exciting and developing discipline that draws together theories and practices from a range of disciplines such as Media Studies, Film and Television Studies and English Literature. It involves three main aspects: the study of theories and ideas about media and cultural production in a global context; the critical analysis of cultural texts and practices from around the world; and engagement in practical creative production. The MA in Global Media and Culture seeks to explore the relationship between these three areas and to show how knowledge of each informs and influences the others. In addition, it aims to provide the skills necessary for academic study at an advanced level either for those wishing to go on to further academic research, or as an advanced preparation for those interested in pursuing careers in a range of media and culture industries. The emphasis of the programme is the critical and analytical study of the contemporary global framework of media and cultural studies, the production and continuation of localized cultural identities within a global context, and a theoretically- informed approach to the creative production of media texts.

The Global Media and Culture programme at Keele University represents the multidisciplinary coming together of academics and practitioners from a range of fields. The distinctive nature of Keele as a pioneer for interdisciplinary academic study provides the Global Media and Culture Programme with an ideal basis for the development of cross- subject study. The Programme is able to draw from academic expertise in Media, Communication and Culture, Film Studies, and English providing a wide range of modules that cover areas from critical theory and analysis to creative practice. The Masters programme comprises core modules in **Doing Media Research, Mediated Communications: Theory and Practice** and **Globalisation, Media, Culture**, and optional modules in **Creative Media Practice, Environmental Communication** and **Work Placement in the Humanities**. Following the taught element of the course students can choose to pursue either a dissertation topic or an advanced media project under the supervision and guidance of a relevant member of the teaching team. The programme can be studied either full or part-time. As well as the Master of Arts award, Postgraduate Certificate and Postgraduate Diploma routes are also available.

3. Aims of the programme

The aims of the Programme are to enable students to:

- Think, talk, and write at an advanced level about global media and culture and the ways in which cultural and media organisations intersect with general political and economic processes.
- Understand, evaluate and apply a range of theories about culture and media production, especially those associated with globalisation.
- Engage in comparative analysis of media and cultural production from different areas of the world.
- Pursue options in developing creative skills and practices involved in media and cultural production at a level commensurate with postgraduate study.
- Critically engage in analysing the ways in which questions of cultural value are experienced and understood, within the context of globalisation.
- Pursue critical approaches and methodologies practised in media and cultural studies, especially those associated with globalisation.
- Develop research skills commensurate with postgraduate study in the field of media and cultural studies.
- Obtain the knowledge, skills and personal qualities necessary to find a fulfilling and rewarding career, and become informed and active citizens with a lifelong interest in studying and/or practicing in the fields of global media and culture.

4. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Students who complete the MA in Global Media and Culture will be able to:

- Describe and evaluate the relevance and application of key concepts and theoretical approaches within Global Media and Culture to a range of cultural texts.
- Explain and analyse the impact of cultural politics and diversity on media and cultural production, and the significance of historical, social, political and economic contexts on global media practices and cultural texts.
- Comment on and present the conclusions of theoretical and empirical research on global media and cultural production to a range of audiences and in a variety of appropriate formats.
- Use the knowledge and skills they have acquired in a socially responsible way, in complex and unpredictable contexts and as the basis for more advanced learning or professional training.

The Keele Graduate Attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical awareness**. You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

5. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the

module. They include the following:

- **Seminars** in groups of approximately 15 students where key issues can be discussed in more depth. Students are expected to play a full part, and occasionally to lead, these discussions. Some seminars consist largely of student presentations and many are based on the application of cultural and media theories to analyse cultural texts such as novels, films, photographs, artworks, video, websites and printed journalism.
- **Independent study** based on directed reading from cultural and critical theory texts, research monographs, academic journals, and the media.
- **Web-based learning** using the Keele Learning Environment (KLE). The KLE is accessible to all students on and off campus and provides easy access to a wide range of resources and research tools, and as a platform for online discussions and blogs.
- For those students taking the **Dissertation** module, the opportunity to undertake a piece of advanced, independent research, supervised and supported by a member of staff with expertise in the area.
- For those opting for the **Media project**, the opportunity to work on an advanced piece of creative work supported by experienced staff in the creative arts and media.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Academic Mentors or module lecturers on a one-to-one basis.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- **Independent study** allows students to gain a systematic understanding of global media and ideas and theories and how they may be used in the course of seminars and workshops to analyse a variety of contemporary global media and culture issues.
- **Seminars and workshops** provide opportunities for students to ask questions, and to present their own ideas to members of staff and other students using an appropriate medium of communication.
- Undertaking an **advanced research dissertation** with the support of an experienced and active researcher allows students to formulate relevant research questions and devise a feasible and ethically sound strategy for answering them.
- Undertaking an **advanced media project** with the support of an experienced and practising creative producer.

6. Teaching Staff

The permanent teaching staff on the Global Media and Culture Programme consists of a range of staff from a variety of disciplines such as Media, Communications and Culture, Film Studies and English. Most members of staff have doctorates (PhDs or the equivalent) in their respective fields. Teaching staff are active in research in the areas of literature, film, cultural theory and sociology, with work published in books, research monographs and leading international journals. Other members of staff have professional experience in the areas of visual art production (moving and still images), curating, media design, and video editing, production and direction.

The staff group has extensive experience of teaching at undergraduate and postgraduate level in universities in the UK, continental Europe, North America and India. Many members of staff are fellows of the Higher Education Academy.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

7. What is the structure of the programme?

Full-time students complete the course over one year (September to September). There are two compulsory modules usually offered in semester 1 (comprising 60 credits):

1. Globalisation, Culture, Media;
2. Mediated Communications: Theory and Practice.

In addition to the compulsory modules, students take two 30-credit optional modules in semester 2. Students can choose from **Doing Media Research***, **Creative Media Practice***, **Advanced Studies in Environmental Communication** and **Work Placement in the Humanities**.

*Please note that students wishing to do the **Media Project** in semester 3 *must take Creative Media Practice* in semester 2 and those undertaking a **Dissertation** in semester 3 *must take Doing Media*

Research in semester 2.

In semester 3, students take either the **Media Project** or the **Dissertation**. Both the Dissertation and Media Project are worth 60 credits and although they run mainly in semester 3, students will be encouraged to start thinking about their dissertation or media project topics much earlier.

Part-time programme

Part-time students complete the course over two years.

In the first year students take the compulsory module **Globalisation, Culture, Media** in semester 1 plus two optional module in semester 2.

In the second year students take the compulsory module **Mediated Communications: Theory & Practice** and either the Dissertation or the Media Project across semesters 2 and 3. Students wishing to do the Media Project in Year 2 are required to have completed Creative Media Practice as an option in Year 1.

Year	Compulsory	Optional	
		Min	Max
Level 7	60	120	120

Module Lists

Level 7

Compulsory modules	Module Code	Credits	Period
Globalisation, Culture, Media	MDS-40018	30	Semester 1
Mediated Communications: Theory and Practice (30 Credits)	MDS-40028	30	Semester 1

Optional modules	Module Code	Credits	Period
Work Placement for Humanities Postgraduates	ENG-40057	30	Semester 1-2
Creative Media Practice	MDS-40016	30	Semester 2
Doing Media Research (30 Credits)	MDS-40031	30	Semester 2
Advanced Studies in Environmental Communication	MDS-40033	30	Semester 2
Dissertation	MDS-40014	60	Semester 3
Media Project	MDS-40015	60	Semester 3

Level 7 Module Rules

Students must take either the 60 credit Dissertation or the Media Project module.

Students who wish to take the Media Project **MUST** take the "Creative Media Practice" module in Semester 2.

Students who wish to take Dissertation **MUST** take the "Doing Media Research" module in Semester 2.

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module

specifications.

Level 7

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Think, talk, and write at an advanced level about global media and culture and the ways in which cultural and media organisations intersect with general political and economic processes.	Mediated Communications: Theory and Practice (30 Credits) - MDS-40028 Globalisation, Culture, Media - MDS-40018 Dissertation - MDS-40014
Understand, evaluate and apply a range of theories about culture and media production, especially those associated with globalisation, postcolonialism and neoliberalism.	Dissertation - MDS-40014 Mediated Communications: Theory and Practice (30 Credits) - MDS-40028 Globalisation, Culture, Media - MDS-40018
Critically analyse media and cultural production and texts from different areas of the world.	Mediated Communications: Theory and Practice (30 Credits) - MDS-40028 Globalisation, Culture, Media - MDS-40018 Dissertation - MDS-40014
Demonstrate creative skills and practices involved in digital media and cultural production at a level commensurate with postgraduate study.	Mediated Communications: Theory and Practice (30 Credits) - MDS-40028 Media Project - MDS-40015 Advanced Studies in Environmental Communication - MDS-40033 Creative Media Practice - MDS-40016 Work Placement for Humanities Postgraduates - ENG-40057
Evaluate the ethical and legal framework in which media businesses operate.	Dissertation - MDS-40014 Mediated Communications: Theory and Practice (30 Credits) - MDS-40028 Globalisation, Culture, Media - MDS-40018
Demonstrate originality in the application of their knowledge of globalisation to a variety of substantive examples	Globalisation, Culture, Media - MDS-40018 Mediated Communications: Theory and Practice (30 Credits) - MDS-40028 Dissertation - MDS-40014
Evaluate critically current research and advanced scholarship in the study of globalization	Globalisation, Culture, Media - MDS-40018 Dissertation - MDS-40014 Mediated Communications: Theory and Practice (30 Credits) - MDS-40028
Undertake extensive research	Media Project - MDS-40015 Dissertation - MDS-40014

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Plan and construct a substantial independent research project recognised aspect of media and culture; or an advanced visual media production	Dissertation - MDS-40014 Creative Media Practice - MDS-40016 Media Project - MDS-40015
Demonstrate the ability to make innovative connections in research	Globalisation, Culture, Media - MDS-40018 Dissertation - MDS-40014
Reflect critically on the place of a specific research topic within wider debates in the humanities	Globalisation, Culture, Media - MDS-40018 Dissertation - MDS-40014
Engage in a research culture commensurate with postgraduate study	Dissertation - MDS-40014
Evaluate critically current research and advanced scholarship in the field of media and cultural studies	Media Project - MDS-40015 Dissertation - MDS-40014 Globalisation, Culture, Media - MDS-40018
Demonstrate autonomy and originality in solving theoretical and practical problems in the field	Dissertation - MDS-40014 Media Project - MDS-40015 All modules
Communicate research process and research findings to diverse audiences using a variety of written, oral and visual media	Dissertation - MDS-40014 Advanced Studies in Environmental Communication - MDS-40033 Work Placement for Humanities Postgraduates - ENG-40057 Media Project - MDS-40015 All modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Work productively to an advanced level in a largely unstructured context exercising initiative and personal responsibility	Dissertation - MDS-40014 Media Project - MDS-40015 All modules require & develop these skills. Key modules for this particular aspect are identified in E5.
Make decisions and plan activity in uncertain and unpredictable contexts	Work Placement for Humanities Postgraduates - ENG-40057 Dissertation - MDS-40014 Media Project - MDS-40015 All modules require & develop these skills. Key modules for this particular aspect are identified in E5.
Undertake appropriate further training of an academic, professional or practical nature	Media Project - MDS-40015 Work Placement for Humanities Postgraduates - ENG-40057 Creative Media Practice - MDS-40016 All modules require & develop these skills. Key modules for this particular aspect are identified in E5.
Design and complete a research project and demonstrate a knowledge of the importance of the research process	Dissertation - MDS-40014 All modules require & develop these skills. Key modules for this particular aspect are identified in E5.
Demonstrate a knowledge of literature collection and analysis	Media Project - MDS-40015 Globalisation, Culture, Media - MDS-40018 Dissertation - MDS-40014 All modules require & develop these skills. Key modules for this particular aspect are identified in E5.
Use high levels of presentation, referencing and bibliographical skills commensurate with written work at the postgraduate level	Media Project - MDS-40015 Globalisation, Culture, Media - MDS-40018 Mediated Communications: Theory and Practice (30 Credits) - MDS-40028 Dissertation - MDS-40014 All modules require & develop these skills. Key modules for this particular aspect are identified in E5.

8. Final and intermediate awards

Master's Degree	180 credits	To gain the MA award you need to successfully complete all compulsory modules (60 credits), plus two optional module and EITHER the Dissertation OR the Media Project (180 credits in total).
Postgraduate Diploma	120 credits	To gain the Postgraduate Diploma you need to successfully complete the two compulsory modules and two of the option modules (120 credits in total).
Postgraduate Certificate	60 credits	To gain the Postgraduate Certificate you need to successfully complete one of the 30-credit core modules AND one of the option modules (60 credits in total).

9. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The

following list is representative of the variety of assessment methods used on your programme:

- **Essays** test the quality and application of subject knowledge. In addition they allow students to demonstrate their ability to carry out advanced bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using appropriate systems of referencing.
- **Critical Analyses** of other scholars' work test students' ability to identify and summarise the key points of a text and to evaluate the quality of arguments and the evidence used to support them. In the case of work based on empirical research, critical analyses also assess students' knowledge of research methodologies and their ability to make critical judgements about the appropriateness of different strategies for collecting and analysing data.
- **Annotated Bibliographies** test students' ability to analyse and evaluate critically a range of secondary and source materials with a view towards specific areas of research in the field of media and cultural studies.
- **Project Outlines** test students' ability to plan, prepare and structure a viable research project. They also test the students' knowledge of relevant and important areas of research within Global Media and Culture, and to assess the originality and impact of certain areas of research to the field.
- **Reflective Diaries** test students' ability to engage self-reflexively with their study and practice within their field. They encourage students to develop a critical engagement with their modes and practices of study, learning and development of research topics.
- **Research design projects and short research papers** test student's knowledge of different research methodologies and the limits and provisional nature of media and cultural studies knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- **Oral and poster presentations and reports, either by individual students or in groups**, assess students' subject knowledge and understanding. They also test their ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Workbooks** test students' ability to develop ideas and reflective practices in the development of creative media work.
- **Dissertations** test students' ability to carry out independent research and communicate findings in an extended piece of written work following recognised academic standards of presentation.
- **Media Projects** test students' ability to contribute a significant practical project in the field of visual media, including moving and still image production, video and exhibitions.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

10. Accreditation

This programme does not have accreditation from an external body.

11. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at:

<http://www.keele.ac.uk/student-agreement/>

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

12. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:

<https://www.keele.ac.uk/study/>

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

13. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Students are supported with reference to the University's policy on academic and independent support arrangements for Postgraduate courses.

- Module leaders are responsible for providing support for learning on the modules and in the seminar groups for which they are responsible. They also give individual feedback on in-course assessments.
- Additional help with University level study skills is available from the Learning Support Officer in the Faculty of Humanities and Social Sciences.
- All members of teaching staff on the Global Media and Culture MA Programme are available to see students during advertised weekly office hours and at other times by appointment.

14. Learning Resources

Global Media and Culture is taught in modern teaching rooms across the University, almost all of which are equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups. In addition, Global Media and Culture has a range of subject-specific equipment and facilities including two Apple Macintosh labs with industry standard software such as FinalCutPro, Photoshop, Quarkxpress, Motion, SoundPro and LiveType; a range of professional digital video, photographic and sound equipment, a professional photographic studio and a professional print finishing room with a range of equipment; an exhibition space and workshop; and access to a professional TV studio.

The learning resources available to students on the Programme include:

- The extensive collection of materials relevant to postgraduate study of media, communications and culture and related disciplines held in the University Library. Built up over years of delivering modules in Media, Communications and Culture, Film Studies, English, Sociology, Geography, Music and Visual Arts, these materials include books, journals and DVDs. Much of this material is also accessible online to Keele students from anywhere in the world with a University user name and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources-video, audio and text-based -accessible from external providers via the internet.

15. Additional Costs

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

16. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

17. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statement: Communication, Media, Film and Cultural Studies:

<http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.pdf>

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

Version History

This document

Date Approved: 10 June 2024

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2023/24	PAWAS BISHT	17 April 2023	
1	2022/23	DAVID MCWILLIAM	16 June 2022	
1	2021/22	PAWAS BISHT	29 April 2022	
1	2020/21	PAWAS BISHT	29 April 2022	