



Course Information Form

This Course Information Form provides the definitive record of the designated course

General Course Information

Course Title	Mass Communications
Qualification	MA
FHEQ Level	7
Intermediate Qualification(s)	Postgraduate Certificate in Mass Communications Postgraduate Diploma in Mass Communications
Awarding Institution	University of Bedfordshire
Location of Delivery	AA
Mode(s) of Study and Duration	Full-time 12 months, or Part-time pathway two years (October start only) Full-time 15 months, or Part-time pathway two to three years (February start only)
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	na
UCAS Course Code	
External Benchmarking	Subject Benchmark statement: http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-consultation-16.pdf QAA Level 7 Descriptors: http://www.qaa.ac.uk/en/Publications/Documents/Masters-Degree-Characteristics-15.pdf
Entry Month(s)	October, February

Why study this course

This course examines key issues of media and communication, introducing principles of cultural theories and media research methods, providing a broader understanding of how different aspects of the media interconnect.

Educational Aims

As the various elements of the mass media converge, it is increasingly appropriate to develop a broader understanding of how different aspects of the media interconnect. This course examines key issues of media and communication, introducing principles of cultural theories and media research methods.

For this course you must complete a series of units that address the central issues and concepts informing the study of the media in a cultural diverse environment as the nowadays society. The course offers units dealing with fundamental principles and topics of the subject area (e.g. Current research in mass communications; Media institutions, structure and policies; and Research Methods in the area of media); and a core unit focuses on international development.

The course includes a final self-directed independent study project, in the form of a dissertation based on a research project. It is this project work that provides you with the opportunity to tailor the course to your own interests (subject to staff supervisory expertise).

Theory underpinning practice

The course provides an opportunity to study the theories, which underpin the practice of media and communication. In some units (in particular in Current Research in Mass Communications and Media Institutions, Structures and Policies), theoretical aspects of media will be discussed through a range of case studies. The unit Media & International Development provides an overview of the main issues in the field of global media in International Development through an interdisciplinary approach combining concepts of media studies and development studies. The unit will also critically analyse selected examples of past and current practices in development media, identifying trends and changes within the development media sector.

Ethical understanding

Ethics content is integrated across the content through debates and case studies. Students develop their understanding of ethical issues pertaining to media and communication and their ability to assess the ethical implications of specific choices (e.g. in media policies). Techniques used include case studies selected from real media output, which can also promote engagement and self-reflection. In addition, students learn about research ethics (Research Methods unit) and in particular about plagiarism.

Course Structure

The Units which make up the course are:

Unit Code	Level	Credits	Unit Name	Core or option
MED026-6	7	30	Media and International Development	Core
MED028-6	7	30	Current Research in Mass Communications	Core
MED029-6	7	30	Media Institutions, Structures and Policies	Core
MED030-6	7	30	Research Methods	Core
MED031-6	7	60	Final Project in mass Communications	Core

Course-Specific Regulations

Entry requirements

Only indicate any changes from the normal requirements as approved by Academic Board.

Additional Course Costs

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Apply their knowledge of the media and its cultural forms to the analysis of contemporary issues
- Employ skills in critical analysis, research, and communication as well as an array of generic and creative skills to propose solutions to contemporary issues in mass communications
- Articulate and explain the reasons for their approach to others who may hold differing views, and exercise a degree of independent and informed critical judgement in analysis
- Apply their knowledge of cultural and media processes to the examination of policy and ethical issues, whether in the public domain or in other aspects of democratic participation and citizenship.

Course Learning Outcomes

Upon successful completion of this course, students should be able to:

1. Demonstrate systematic knowledge and understanding of a range of key issues in the media discipline underpinned by skills in research, creativity, analysis and evaluation (**Pg Cert, Pg Diploma, MA**)
2. Reflect critically on their own engagement with media (**Pg Diploma, MA**)
3. Articulate, evaluate and demonstrate knowledge of a range of historical and contemporary contexts, which have influenced media forms and institutions and synthesize this knowledge in autonomous analysis (**Pg Cert, Pg Diploma, MA**)
4. Demonstrate knowledge of the interconnections between various aspects of the mass media and apply this knowledge to the analysis of specific cases (**Pg Diploma, MA**)
5. Identify, locate and critically appraise secondary and primary sources as a basis for independent research (**Pg cert, Pg Diploma, MA**)
6. Undertake an independent research project with a high degree of autonomy and self-management (**MA**)

PSRB details

NA

Learning and Teaching

The degree has been designed to equip students with an in-depth knowledge and understanding of the main debates in the field, and to enable them to apply this knowledge to the critical analysis of everyday media and communication. In doing so, it will also help you acquire the relevant practical, communicative and academic skills – such as written and oral communication skills, independent research, time management, self and peer evaluation and team-work – to pursue employment in a range of media and communication industries, as well as employment in other graduate professions.

The course has been carefully structured to ensure your individual development and learning through assessments, which form a part of your learning process and are relevant to your employability.

Close integration of theory and practice, the progressive nature of learning, assessment, feedback and progression, is at the heart of the teaching and learning strategy of MA Mass communications at the University of Bedfordshire. Units are delivered through a range of teaching and learning modes including: lectures, seminar and practical workshops.

Self-directed learning is an essential element of postgraduate studies. The pathway to self-initiated learning and research is introduced through course teaching and developed through assessment tasks and autonomous learning is encouraged throughout, culminating in the 'Final Project' unit which requires you to develop a dissertation based on a research project. Under the supervision of a tutor, you will have the opportunity to tailor the project to your own interests in the area of mass communications.

Assessment

The course is fully compliant with University regulations for assessment, mitigation, appeals and complaints. The assessment strategy is designed to provide students with the knowledge and skills that are required in a professional environment.

Assessments take a variety of forms including written work (essay, report, research proposal, dissertation) oral presentations, and practical work (empirical research).

For some assessments there will be opportunity for formative feedback on assessments-in-progress before the assessment deadline and you are encouraged to integrate formative and summative feedback into your work in order to develop as mass media experts and academic researchers.

Assessment Map

Unit Code	C/O	2	3	4	5	6	7	8	9	10	11	12	13	14	15
SEM 1															
MED028-6	C					30% CW-Ess									70% CW-Ess
MED030-6	C					30% CW-LR									70% CW-Ess
SEM 2															
MED026-6	C						25% PR-Oral								75% CW-ess
MED029-6	C					30% WR-I									70% CW-Port
SEM 3															
MED031-6	C														80% PJ – DISS 20% CW-JOUR

The assessment grid indicates the final hand-in dates; final assessments are based on progressive nature tasks.

FEEDBACK: formative feedback is given with every formative assignment and summative feedback is given within 20 working days of submission.

Developing your employability

To help with the development of student's employability in the Course you will develop the ability to discuss complex ideas and theories in seminars, tutorials, group discussions, project planning meetings. You will also develop communication skills (learning strategies for using communications skills; working in small groups, interacting with fellow students; writing essays using appropriate written language; making oral presentations; being active and proactive in lectures and tutorials); skills in researching and evaluating, as well as in develop critical thinking in diverse media related situations, enhancing your ability to take an enquiring and critical viewpoint on material you encounter.

On this journey, you will be encouraged to become self-aware, critical reflective practitioners, through a series of teaching methods and assessments which will instil an autonomous approach to learning, expected at Master's level (see the University of Bedfordshire level M learner descriptors).

Students also have access to the RiMAP seminars delivered by external industry and academic speakers, and they are invited to alumni talks delivered by former students of the degree who are now working in the industry.

The transferable and relevant skills, which you will acquire remain in demand in the fields of a variety of media outlets; copywriting, public relations work; in-house press office positions; teaching; media research; and academia.

After Graduation

The qualification will be of value to anyone seeking employment in the media. The media industry is a rapidly changing field and an understanding of the ways in which the media can be allied is an important transferable skill. The project work on the course provides opportunity to make contacts and develop specialist knowledge of specific areas of the media. Typical areas that Media graduates find work in include broadcasting, journalism, development, arts administration, photography, theatre, research, PR and advertising, design, writing.

Students will be encouraged to identify their strengths, interests and development needs in relation to the practices and conventions of both the media industry and of scholarship and research.

Students who graduate from this MA course will be qualified to apply for MPhil and PhD research degrees.

Additional Information

Outside of the curriculum, you will have the opportunity to get involved in the University's online TV station, BedsTV, which is part of NASTA (The National Student Television Association). You will also benefit from networking opportunities arranged by the Media Junction society who arrange regular talks and workshops with media industry professionals. You will have the opportunity to also get involved with the University's award winning community radio station Radio LaB. As well as these extra-curricular media opportunities, you will have the chance to get involved with the many and varied student societies and sports teams that run at the University.

Student Support during the course

At institutional level, the University already has in place a range of easily accessible support structures for new and existing students. These include Student Information Desk (SID) and Mitigation, which offers confidential advice on all aspects of academic study. Other areas of University-wide student support include: Professional and Academic Development (PAD), Housing, Health, Counselling, Study Support, Disability Advice and a highly successful Careers Service.

Course specific support is also in place. Students will receive an induction prior to the commencement of term. In addition to this, they will be introduced by individual unit leaders to each unit, in the first session of that unit. This introduction will give them an outline of the structure of the unit, an overview of the ways they will be encouraged to develop their knowledge and skills, and signpost resources and materials to assist the process of their learning and success.

All students will have a Personal Tutor who will be one of their core academic team. This Personal Tutor will work with them throughout their degree, monitoring their academic progression and forming a constant point of contact for academic support and guidance. This support may extend to providing advice on careers and further academic study.

At all times throughout the course, students will have access to online support through both www.beds.ac.uk and via the BREO VLE (Virtual Learning Environment).

Students may be required, at the discretion of the course coordinator, to undergo diagnostic testing for academic English language abilities, and may further be required, at the course coordinator's discretion, to participate in academic English support workshops or classes laid on by the University.

Course Equality Impact Assessment

Question	Y/N	Anticipatory adjustments/actions
The promotion of the course is open and inclusive in terms of language, images and location?	Y	
Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	N	If so indicate the anticipatory adjustments and arrangements here
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics ¹ ?	N	If so then indicate the anticipatory adjustments and arrangements here
If the admission process involves interviews, performances or portfolios indicate how you demonstrate fairness and avoid practices that could lead to unlawful discrimination?	Y	
Confirm that you have considered that the course learning outcomes and Graduate Impact Statements are framed in a non-discriminatory way.	Y	
Confirm that the course handbook makes appropriate reference to the support of disabled students.	Y	

¹ Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

Administrative Information – Faculty completion	
Faculty	Creative Arts, Technologies and Science
Portfolio	Culture and Communications PG
Department/School	Culture and Communications
Course Coordinator	Dr Marta Cola
Trimester pattern of operation	Oct (Trimester 1), Feb (Trimester 2)
PSRB renewal date (where recognised)	
Version number	1/18
Approved by (c.f. Quality Handbook ch.2)	University Periodic Review
Date of approval (dd/mm/yyyy)	31.01.2018
Implementation start-date of this version (plus any identified end-date)	2018/2019
Study model type (e.g. study centre)	

Form completed by:

Name: Marta Cola..... Date: March 2018

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: Date:
.....

Course Updates		
Date (dd/mm/yyyy)	Nature of Update	FTQSC Minute Ref:
14.01.18	Content imported from old to new form; text revised in the sections: Educational aims, Learning and Teaching, Assessment. Text added in the section Additional information	

Administrative Information – Academic Registry completion	
Route code (post approval)	
JACS / HECoS code (KIS)	
SLC code (post approval)	
Qualification aim (based on HESA coding framework)	



Annexes to the Course Information Form

*These annexes will be used as part of the approval and review process and **peer academics** are the target audience.*

General course information

Course Title	MA Mass Communications
Qualification	MA
Route Code (SITS)	MAXAA MAMCFAAF
Faculty	Creative Arts, Technologies and Science
Department/School/Division	Culture and Communications
Version Number	1/18

Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	MED031-6	MED030-6	MED028-6	MED029-6	MED026-6													
Level	7	7	7	7	7													
Credits	60	30	30	30	30													
Core or option	Core	Core	Core	Core	Core													
Course Learning Outcome (number)	<i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>																	
1	LO1	LO1	LO1 LO2	LO1 LO2	LO2													
2	LO2																	
3	LO1		LO1 LO2	LO2	LO1													
4	LO1			LO1														
5	LO2	LO2																
6	LO2																	

Annex B: Named exit or target intermediate qualifications

This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.

Section 1: General course information

Intermediate Qualification(s) and titles	PG Certificate Mass Communications PG Diploma Mass Communications
Mode(s) of Study and Duration	PG Certificate: one semester full time, two semesters part time PG Diploma: two semesters full time, four semesters part time
Type of Intermediate Qualification(s)	These are named exit awards
Route Code(s) (SITS) of Intermediate Qualification(s)	

Section 2: Qualification unit diet

One table to be used for each intermediate qualification

Confirmation of unit diet for:	PG Certificate Mass Communications	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>
A specific set of units must be taken to achieve the credits required (specify units below)		<input checked="" type="checkbox"/>

List of units (if applicable):- List of units (if applicable):- MED030-6 Research Methods MED028-6 Current Research in Mass Communications

Confirmation of unit diet for:	PG Diploma Mass Communications	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>

A specific set of units must be taken to achieve the credits required (specify units below)	<input type="checkbox"/>
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List of units (if applicable):- MED030-6 Research Methods MED028-6 Current Research in Mass Communications MED029-6 Media Institutions, Structures and Policies MED026-6 Media and International Development
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Section 3: Course structure and learning outcomes

One table to be used for each intermediate qualification

Intermediate qualification and title					PG Certificate Mass Communications									
The Units which make up this course are:					Contributing towards the learning outcomes <i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>									
Unit Code	Level	Credits	Unit Name	Core or option	1	2	3	4	5	6				
MED030-6	7	30	Research Methods	Core	LO1				LO2					
MED028-6	7	30	Current Research in Mass Communications	Core	LO1 LO2		LO1 LO2							

Intermediate qualification and title					PG Diploma Mass Communications									
The Units which make up this course are:					Contributing towards the learning outcomes <i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>									
Unit Code	Level	Credits	Unit Name	Core or option	1	2	3	4	5	6				
MED030-6	7	30	Research Methods	Core	LO1				LO2					
MED028-6	7	30	Current Research in Mass Communications	Core	LO1 LO2		LO1 LO2							
MED029-6	7	30	Media Institutions, Structures and Policies	Core	LO1 LO2	LO2	LO2	LO1						
MED026-6	7	30	Media and International Development	Core	LO2		LO1							

Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

One set of mapping tables to be produced for the course and each named intermediate qualification

Course (or intermediate) qualification and title	MA Mass Communications
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FHEQ Descriptor for a higher education qualification	FHEQ Level 7 thresholds	Course Learning Outcome(s)							
		1	2	3	4	5	6		
Systematic understanding of knowledge		x							
Critical awareness of current problems			x	x					
Comprehensive understanding of techniques applicable to their own research		x			x	x	x		
Originality in the application of knowledge						x	x		
Practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline		x				x			
Ability to evaluate critically current research and advanced scholarship in the discipline		x		x	x	x	x		
Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate one's own conclusions clearly to specialist and non-specialist audiences		x	x	x	x	x	x		

Subject Benchmark Statement(s)	QAA Subject benchmark in Communication, media, film and cultural studies	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
<p>There is no subject benchmark statement for Mass Communications at Masters level. The QAA Subject benchmark statement for degree level courses in Communication, media, film and cultural studies states:</p> <p>As fields of study, communication, media, film and cultural studies are distinguished by their focus on cultural and communicative activities as central forces in shaping everyday social and psychological life, as well as senses of identity in the organisation of economic and political activity; in the construction of public culture; in the creation of new expressive forms;</p>		<p>The 180 credits for the MA in Mass Communications comprise a curriculum from which students graduating will, at a postgraduate level, be able to:</p> <p>LO1. Demonstrate systematic knowledge and understanding of a range of key issues in the media discipline underpinned by skills in research, creativity, analysis and evaluation</p> <p>LO2. Reflect critically on their own engagement with</p>

and as the basis for a range of professional practices.	<p>media</p> <p>LO3. Articulate, evaluate and demonstrate knowledge of a range of historical and contemporary contexts, which have influenced media forms and institutions and synthesize this knowledge in autonomous analysis</p> <p>LO4. Demonstrate knowledge of the interconnections between various aspects of the mass media and apply this knowledge to the analysis of specific cases</p> <p>LO5. Identify, locate and critically appraise secondary and primary sources as a basis for independent research</p> <p>LO6. Undertake an independent research project with a high degree of autonomy and self-management</p>

The format of the following mapping tables may be adjusted.

Qualification Characteristic	QAA Characteristics Statement – Master's Degree, 2015	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>
Enabling students to focus on a particular aspect of a broader subject area in which they have prior knowledge or experience through previous study or employment		Within the subject area of Mass Communications, students are enabled to focus on a particular aspect in the majority of their assessments (e.g. in MED029-6 assessment two, students have to select a particular area of the media and a specific institution/company to be analysed; or in MED030-6 assessment one, students choose the topic of their literature review, based on their particular interests).
Enabling students to focus on a particular subject area or field of study in greater depth than they encountered during the course of previous study or experience (this may include enabling students to develop knowledge of a new subject or field of study in combination with a relevant subject area in which they have prior knowledge or experience, or enabling students to undertake inter or multidisciplinary study)		The course fully focuses on Mass Communications in greater depth, throughout all the four taught units and the final project. The unit MED028-6 offers the theoretical base of the subject area; MED030-6 deepens the research methods in the area of Mass Communications; MED029-6 covers the structural and regulatory side of mass communications institutions; MED026-6 focus on the very relevant aspects of mass communications in the international development. The final project, MED031-6, combines all of this, and allows students to deeply investigate a particular topic in the field.
Enabling students to undertake a research project on a topic within the area of interest that makes up the majority of the overall assessment		This is ensured in the unit MED031-6 Final Project in Mass Communications, where students have the opportunity to investigate a specialist media topic as the culmination of the

	Master Programme, applying all the skills acquired in previous units and assessments.
Enabling students to learn how to conduct research and undertake training in research methods, often linked to a particular subject or field of study	A two steps process ensures this: at first with the unit MED030-6, where students undertake training in research methods in mass communications and practice on literature review and elaboration of research proposal. Secondly, in the unit MED031-6, elaborating a research project in Mass Communications.

Professional body or other external reference points	<i>(insert title and year)</i>	Evidence
		<i>How the course takes account of Professional body or other external reference points</i>

Course (or intermediate) qualification and title	PG Certificate Mass Communications
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FHEQ Descriptor for a higher education qualification	FHEQ Level 7 thresholds	Course Learning Outcome(s)							
		1	2	3	4	5	6		
Systematic understanding of knowledge		x							
Critical awareness of current problems				x					

Comprehensive understanding of techniques applicable to their own research	x				x			
Originality in the application of knowledge					x			
Practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline	x				x			
Ability to evaluate critically current research and advanced scholarship in the discipline	x		x		x			
Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate one's own conclusions clearly to specialist and non-specialist audiences	x		x		x			

Subject Benchmark Statement(s)	QAA Subject benchmark in Communication, media, film and cultural studies	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
<p>There is no subject benchmark statement for Mass Communications at Masters level. The QAA Subject benchmark statement for degree level courses in Communication, media, film and cultural studies states:</p> <p>As fields of study, communication, media, film and cultural studies are distinguished by their focus on cultural and communicative activities as central forces in shaping everyday social and psychological life, as well as senses of identity in the organisation of economic and political activity; in the construction of public culture; in the creation of new expressive forms; and as the basis for a range of professional practices.</p>		<p>The 60 credits for the PG Certificate in Mass Communications comprise a curriculum from which students graduating will, at a postgraduate level, be able to:</p> <p>LO1. Demonstrate systematic knowledge and understanding of a range of key issues in the media discipline underpinned by skills in research, creativity, analysis and evaluation</p> <p>LO3. Articulate, evaluate and demonstrate knowledge of a range of historical and contemporary contexts, which have influenced media forms and institutions and synthesize this knowledge in autonomous analysis</p> <p>LO4. Demonstrate knowledge of the interconnections between various aspects of the mass media and apply this knowledge to the analysis of specific cases</p> <p>LO5. Identify, locate and critically appraise secondary and primary sources as a basis for independent research</p>

The format of the following mapping tables may be adjusted.

Qualification Characteristic	QAA Characteristics Statement – Master’s Degree, 2015	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>
Enabling students to focus on a particular aspect of a broader subject area in which they have prior knowledge or experience through previous study or employment		Within the subject area of Mass Communications, students are enabled to focus on a particular aspect in the majority of their assessments (e.g. in MED030-6 assessment one, students choose the topic of their literature review, based on their particular interests).
Enabling students to focus on a particular subject area or field of study in greater depth than they encountered during the course of previous study or experience (this may include enabling students to develop knowledge of a new subject or field of study in combination with a relevant subject area in which they have prior knowledge or experience, or enabling students to undertake inter or multidisciplinary study)		The course fully focuses on Mass Communications in greater depth, throughout the two taught units of the PgCert. The unit MED028-6 offers the theoretical base of the subject area; MED030-6 deepens the research methods in the area of Mass Communications.
Enabling students to learn how to conduct research and undertake training in research methods, often linked to a particular subject or field of study		The unit MED030-6 ensures this, allowing students to undertake training in research methods in mass communications and practice on literature review and elaboration of research proposal.

Professional body or other external reference points	<i>(insert title and year)</i>	Evidence <i>How the course takes account of Professional body or other external reference points</i>

Course (or intermediate) qualification and title	PG Diploma Mass Communications
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FHEQ Descriptor for a higher education qualification	FHEQ Level 7 thresholds	Course Learning Outcome(s)							
		1	2	3	4	5	6		
Systematic understanding of knowledge		x							
Critical awareness of current problems			x	x					
Comprehensive understanding of techniques applicable to their own research		x			x	x			
Originality in the application of knowledge						x			
Practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline		x				x			
Ability to evaluate critically current research and advanced scholarship in the discipline		x		x	x	x			
Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate one's own conclusions clearly to specialist and non-specialist audiences		x	x	x	x	x			

Subject Benchmark Statement(s)	QAA Subject benchmark in Communication, media, film and cultural studies	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
<p>There is no subject benchmark statement for Mass Communications at Masters level. The QAA Subject benchmark statement for degree level courses in Communication, media, film and cultural studies states:</p> <p>As fields of study, communication, media, film and cultural studies are distinguished by their focus on cultural and communicative activities as central forces in shaping everyday social and psychological life, as well as senses of identity in the organisation of economic and political activity; in the construction of public culture; in the creation of new expressive forms; and as the basis for a range of professional practices.</p>	<p>QAA Subject benchmark in Communication, media, film and cultural studies</p>	<p>The 120 credits for the PG Diploma in Mass Communications comprise a curriculum from which students graduating with the PG Diploma will, at a postgraduate level, be able to:</p> <p>LO1. Demonstrate systematic knowledge and understanding of a range of key issues in the media discipline underpinned by skills in research, creativity, analysis and evaluation LO2. Reflect critically on their own engagement with media LO3. Articulate, evaluate and demonstrate knowledge of a range of historical and contemporary contexts, which have influenced media forms and institutions and synthesize this knowledge in autonomous analysis</p>

	LO4. Demonstrate knowledge of the interconnections between various aspects of the mass media and apply this knowledge to the analysis of specific cases LO5. Identify, locate and critically appraise secondary and primary sources as a basis for independent research

The format of the following mapping tables may be adjusted.

Qualification Characteristic	QAA Characteristics Statement – Master's Degree, 2015	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>
Enabling students to focus on a particular aspect of a broader subject area in which they have prior knowledge or experience through previous study or employment		Within the subject area of Mass Communications, students are enabled to focus on a particular aspect in the majority of their assessments (e.g. in MED029-6 assessment two, students have to select a particular area of the media and a specific institution/company to be analysed; or in MED030-6 assessment one, students choose the topic of their literature review, based on their particular interests).
Enabling students to focus on a particular subject area or field of study in greater depth than they encountered during the course of previous study or experience (this may include enabling students to develop knowledge of a new subject or field of study in combination with a relevant subject area in which they have prior knowledge or experience, or enabling students to undertake inter or multidisciplinary study)		The course fully focuses on Mass Communications in greater depth, throughout all the four taught units of the PG Diploma. The unit MED028-6 offers the theoretical base of the subject area; MED030-6 deepens the research methods in the area of Mass Communications; MED029-6 covers the structural and regulatory side of mass communications institutions; MED026-6 focus on the very relevant aspects of mass communications in the international development.
Enabling students to learn how to conduct research and undertake training in research methods, often linked to a particular subject or field of study		The unit MED030-6 ensures this, allowing students to undertake training in research methods in mass communications and practice on literature review and elaboration of research proposal.

Professional body or other external reference points	<i>(insert title and year)</i>	Evidence <i>How the course takes account of Professional body or</i>

		<i>other external reference points</i>