

## Changes to previous information

During the global COVID-19 pandemic, we prioritised the health, wellbeing and safety of our students and staff.

As we start the new academic year, your health, wellbeing and safety remains our top priority. This means when we return to our campuses and buildings in September 2020 social distancing and other health and safety measures will be in place. This is to help keep you, and others around you, safe. We will respond to the requirements of vulnerable students regarding their personal safety on an individual basis.

We remain committed to delivering an outstanding education and student experience both on campus and online. Like most universities, we'll be providing a mix of on-site face-to-face and digital learning and teaching. The exact mix will vary between courses and course modules taking into account teaching requirements and other considerations such as meeting the safety of vulnerable staff.

It is important to emphasise that a face-to-face, on-site experience will be delivered within the Government and Public Health England guidance and providing there are no serious unforeseeable public health issues that result in the Government introducing further lockdown measures.

Our response to the pandemic means we may have made changes to your course. This is to take account of these important health and safety measures.

We ask you to read the information provided about course changes carefully. We detail what we include in our online prospectus and explain what has changed.

You should read our statement of changes alongside any information provided in videos, at open days or in other promotional materials. This is because the information may also have been affected by the changes we had to make. We are providing this information so you can make an informed choice about whether the course remains suitable for you.

When you register for your course, you will be asked to confirm you have read about our changes and you agree to them. It means that by choosing to continue with your application, and register with us, you accept these changes and are happy to study your course with us.

We really look forward to seeing you in the next academic year. In the meantime, if you want to find out more about University life from this September, and being part of our supportive and welcoming community, please visit our [September 2020 web pages](#).

| Current published course related information |   |
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| Course title                                 | Media and Communications  |
| Award level                                  | BA – Single/combined honours  |
| How do you want to study?                    |   |
| Start Date                                   | Sept 2020   |
| Modes of study                               | Full-time<br>Part-time  |
| Duration                                     | 3 years full-time<br>6 years part-time  |
| UCAS code                                    | P300  |
| Location                                     | Canterbury  |
| Partner institution                          | N/A   |
| Available with a Foundation Year             | Yes   |
| Overview                                     |   |
|  | <p>If you use Instagram or Snapchat, if you play computer games or the latest music, if you binge on Netflix, or if you want to be a vlogger, then Media and Communications is the degree for you.</p> <p>We'll help you design webpages, write copy and explore and apply techniques of advertising and public relations. We'll show you how the media is regulated and how it works, as well as aiding you to reach as wide an audience as possible.</p> <p>As the media and communication industries continue to grow there will be many opportunities to find a career within them.</p> |
| Why study Media and Communications?          |   |
|  | <p>The world of media and communications is fast-moving and fascinating. Take social media, for example, where companies are using and selling personal data and world leaders are sharing their views on foreign policy.</p> <p>On this course you'll get right under the skin of media and communications, and you'll be able to choose areas of study that most</p>  |

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|  | <p>interest you. From publishing, advertising and branding to social media and creative digital production, you'll gain a solid skills set that will give you the confidence to forge a career in this exciting industry.</p> <p>You'll gain experience working on projects and developing your research skills, analysing media and communications from a critical perspective and exploring in depth different aspects of media and communications.</p> <p>There will be opportunities to enhance your career prospects as you undertake a work placement module where you'll connect with and learn from industry professionals. Recent placements have been completed with the BBC, Kent Messenger Group, Northern &amp; Shell Media and a range of smaller media and communications companies.</p> <p>You'll also have the exciting option of completing a media project abroad in Year 2.</p> |  |
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| Entry requirements  | A typical offer would be 88-112 UCAS Tariff points.   |  |
| <b>About the course</b>   |   |  |
|   | <p>You'll be able to apply yourself to many different aspects of media and communications and you'll be working on live briefs, responding to real life challenges in the industry.</p> <p>You'll spend time creating media content, such as advertising and public-relations campaigns, blogs and digital design pieces, including short films and apps.</p> <p>To develop your analytical and research skills, you'll learn techniques relating to questionnaire surveys, focus groups and interviews and you'll explore the meanings of advertisements, texts or films, and how media organisations work.</p> <p>Working both independently and as part of a team, you'll develop the management, project planning and team-working skills that are essential for any future role in the industry.</p> |  |
| <b>Module information</b><br>Please note that the list of optional modules and their availability may be subject to change. We continually review and where appropriate, revise the range of modules on offer to reflect changes in the subject and ensure the best student experience. Modules will vary when studied in combination with another subject. |   |  |
| <b>Core year 1</b>  |   |  |
|   | <p><b>Media Production 1</b><br/>Core module - (20 Credits)</p> <p>This module provides practical opportunities for you to explore aesthetics and design in relation to digital media products. You'll use a range of software applications suitable for the design and production of simple design, web authoring and digital imaging. You'll also gain knowledge of the basic principles of layout and typography, and of hierarchies of information using both image and text in web formats.</p> <p><b>This module is core for single honours students and optional for some combined</b></p>   |  |

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|  | <p><b>honours students, depending on the degree combination.</b></p>   |  |
|  | <p>Contemporary Media Debates<br/>Core module - (20 Credits)</p> <p>The aim of this module is to introduce you to contemporary debates about the media and to equip you with relevant skills and knowledge to be able to explore various sides of arguments in these debates. You will explore key contemporary issues such as who owns the media, the pros and cons of media regulation, privacy versus the media, and changing news and news values.</p>   |  |
|  | <p>Research Skills<br/>Core module - (20 Credits)</p> <p>In this module, you'll build your knowledge of social science, media and journalism research, so that you're able to carry out independent research in the wider subject area. You'll have opportunities to gain practical research experience and explore the main research methodologies. You'll also develop a critical appreciation of the relation between the theory of research and its practice.</p>  |  |
|  | <p>Professional Practices<br/>Core module - (20 Credits)</p> <p>This module will help you to become independent, reflective and self--managed. You'll explore key communications skills required in the media and communications industries, and in higher education. You'll study basic communications theory and models, gaining knowledge that will help you to develop your writing and presentation skills so that you can deliver messages confidently in an appropriate, professional way in different media. From communications such as emails, to proposals, assignment planning and writing, pitches and presentation skills, you will learn to achieve successful and persuasive communication, arguing a case and defining audiences.</p> <p><b>This module is core for single honours students and optional for some combined honours students, depending on the</b></p> |  |

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|                 | <b>degree combination.</b>   |  |
|                 | <p>Media Meanings and Messages<br/>Core module - (20 Credits)</p> <p>The aim of this module is to introduce you to a range of analytical tools that will help you to decode the meaning of media texts – their appearance, sound, structure and context. You will look at the way in which texts are constructed in order to generate meaning and in order to persuade an audience of a particular interpretation.</p> <p><b>This module is compulsory for single honours students.</b></p>  |  |
|                 | <p>Media Audiences<br/>Core module - (20 Credits)</p> <p>The aim of the module is to familiarise you with media consumption patterns of diverse audiences and to provide you with appropriate knowledge to investigate and debate the theories concerning the consumption of diverse media forms and content.</p> <p><b>This module is compulsory for single honours students.</b></p>   |  |
| Optional year 1 |  |  |
|                 | N/A  |  |
| Core year 2     |  |  |
|                 | <p>Researching Media and Society<br/>Core module - (20 Credits)</p> <p>This module explores the relationship between media and society through specific case studies. It will help you to develop a critical understanding of the ways in which media, communication and cultural activities and processes are central to the organisation of everyday social life. It will also equip you with research and analytical skills to examine the historical development and context of the relationship between media and society. It will provide opportunities to hone your research skills, both primary and secondary, and to develop your communication skills. You will be carrying out primary and secondary research on a case study topic as part of</p> |  |

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|                 | your assessment.  |  |
|                 | <p>Publishing Practices<br/>Core module - (20 Credits)</p> <p>The module aims to develop your professional communication and creative practices, and deepen your understanding of forms of multi-media communication through a specific focus on writing skills. The module also aims to extend your grasp of ethical issues, media theories and their impact on the communication process. You will apply these through practical exercises to communicate effectively through a variety of media. Key areas of practice, which may include print and online journalism, feature and review writing, copywriting for public relations, advertising and media relations for print and online media, offer you insights into how the creative industries interact with technology.</p> <p><b>This module is core for single honours students and optional for some combined honours students, depending on the degree combination.</b></p> |  |
| Optional year 2 |   |  |
|                 | <p>Advertising and Branding<br/>Optional module - (20 Credits)</p> <p>In this module, you'll learn how attitudes to advertising from the media industry, governments, interested laypeople and advertisers themselves, have affected advertising practices since the birth of formalised advertising agencies.</p>  |  |
|                 | <p>Media Production 2<br/>Optional module - (20 Credits)</p> <p>This module integrates practical and theoretical issues as you consider the ways in which digital media, computers, the web, mobile phones and digital cameras play an important role in our social and economic practices. You will explore the methods, codes and conventions and uses of digital media technologies in order to develop your own practical digital project. You will develop a better technical knowledge of the application of a variety of appropriate</p>   |  |

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|  | <p>formats and skills such as digital photography, media streaming, digital imaging and desktop publishing. You will gain knowledge and practice in relation to planning, implementation and evaluation of your own digital media project.</p>   |  |
|  | <p>Global Experience<br/>Optional module - (20 Credits)</p> <p>In this module, you will develop an informed understanding of other people's ways of thinking and acting on the world. You will develop knowledge, attitude and skills that will help you communicate and operate effectively and appropriately within multicultural contexts and teams. In addition, you will acquire specific, critical understanding of how similar and different the practice of your future profession may be in different national and/or cultural environments. You'll develop an intercultural set of skills enabling you to navigate across cultural similarities and differences in your future career.</p> |  |
|  | <p>Popular Genres and Popular Cultures<br/>Optional module - (20 Credits)</p> <p>In this module, you'll gain the critical tools to help you develop your appreciation and analysis of different genres of popular culture. You'll study a number of popular genres in depth and you'll have opportunities to discuss further examples of your choice.</p>  |  |
|  | <p>PR: Campaign and Planning<br/>Optional module - (20 Credits)</p> <p>In this module, you'll explore public relations and its ethical relationship to power and persuasion. Through case studies and working to a live campaign brief, you will develop your own PR communication and campaign strategies to raise awareness of issues of sustainability and organisational responsibility. The module encourages you to critically reflect on the role of public relations communications within organisations as well as the relevance of public relations beyond its organisational functions. By building your understanding of ethical</p>   |  |

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|             | <p>professional practice, you'll develop key skills that employers require in the PR and communications sectors.</p>  |  |
|             | <p>Social Media in Context<br/>Optional module - (20 Credits)</p> <p>You'll develop knowledge and understanding of social media forms and industries, so that you can analyse social media practices and their impact on society. You'll examine the roles of social media within contemporary society in allowing individuals, communities, organisations and businesses to communicate and interact with each other.</p>  |  |
| Core year 3 |   |  |
|             | <p>Professional Work-Based Learning<br/>Core module - (20 Credits)</p> <p>During this module, you'll gain experience to help prepare you for employment by developing work-related skills for a wide variety of professions in the media, cultural and communication industries. You will either: undertake work experience; connect with industry professionals who will help to set project/problem-based work experience; or you'll engage in a relevant industry-based research case study (this could be work shadowing, reflective diary, portfolio, and research report). The experience you gain will help you to understand different organisational cultures, policies and processes.</p> |  |
|             | <p>Individual Research Project<br/>Core module - (20 Credits)</p> <p>Under the guidance of a tutor, you will undertake an extended piece of focused research, building on work done in previous years. You'll develop an in--depth study of one aspect of the media. This will enable you to develop your research and analytical skills, as well as your awareness of ethical issues in research.</p> <p><b>This module is compulsory for single honours students and optional for combined honours students.</b></p>  |  |

| Optional year 3 |   |  |
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|                 | <p>Media Production 3<br/>Optional module - (20 Credits)</p> <p>You will undertake an independent practical multimedia communication project from conception to completion in a specific area or areas of digital practice, including video and audio, and blending and editing skills.</p>   |  |
|                 | <p>PR and Advertising Practices<br/>Optional module - (20 Credits)</p> <p>This module will develop your knowledge of the link between PR planning and organisational goals, including the academic, professional and ethical perspectives required to plan, research and critically analyse a public relations and advertising campaign as part of a team. You'll develop an in-depth understanding of how contemporary PR theories, communication models and strategies, such as crisis management, relate to PR ethics and the delivery of successful PR campaigns.</p> |  |
|                 | <p>Social Media Practices<br/>Optional module - (20 Credits)</p> <p>In this module, you'll examine organisational and business practices of social media, and how these differ from individual uses. You will explore perspectives from various subject areas, including media and communications, public relations, sociology and business studies. You will also explore how social media industries operate and the factors that influence their practices.</p>  |  |
|                 | <p>Youth Cultures<br/>Optional module - (20 Credits)</p> <p>In this module, you'll explore contemporary social and cultural debates within the sociology of young people, looking particularly at creativity and critical thought. You will study different aspects of the social and cultural structures which shape the lives of young adults, including youth cultures, subculture, risk, youth 'underclass,' resistance, hypersexuality, drug normalisation, binge drinking, hybrid identities, the précarité, deviance, style and</p>                                |  |

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|  | popular music.  |  |
|  | <p>Individual Research Project (double award)<br/>Optional module - (40 Credits)</p> <p>Under the guidance of a tutor, you will undertake an extended piece of focused research, building on work done in previous years. You'll develop an in--depth study of one aspect of the media, provided that the project is deemed viable and ethical. This will enable you to develop your research and analytical skills, and your awareness of ethical issues in research. The module also helps you to develop your employability and professional skills, preparing you for employment or further studies after graduation.</p> <p><b>This module at (40 credits) is optional for both single honours students and combined honours students.</b></p> |  |

## How you'll learn

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| <p>Teaching</p>          | <p>You will be taught through a combination of lectures, seminars and practical workshops and through independent study.</p> <p>You will typically have around 12 contact hours per week in Years 1 and 2 and fewer in Year 3 when there is more independent and self-directed study. Your actual contact hours will depend on the option modules you select.</p> <p>Seminars in smaller groups and IT sessions will enable you to discuss and develop your understanding of topics covered in larger-group lectures. In addition, you'll be able to arrange tutorials with teaching staff and your personal academic tutor.</p> <p>In Year 2, you will have the opportunity to develop a media project abroad, and to work on live briefs.</p> <p>In Year 3, you will undertake a 100 hour work placement with an external organisation. You will also complete an individual research project.</p> <p>All courses are informed by the University's Learning and Teaching Strategy 2015-2020.</p> | <p>You will be taught through a combination of face to face lectures, seminars and practical workshops as well as online activities and through independent study.</p> <p>You will typically have around 12 contact hours per week in Years 1 and 2 and fewer in Year 3 when there is more independent and self-directed study. Your actual contact hours will depend on the option modules you select and will include a mixture face to face and online activities.</p> <p>In Year 2, you will have the opportunity to develop a media project, and to work on live briefs.</p> <p>In Year 3, you will undertake a 100 hour work related learning activity with an external organisation. You will also complete an individual research project</p> |
| <p>Independent study</p> | <p>When not attending lectures, seminars, workshops or other timetabled sessions, you will continue learning through self-study. Typically, this involves reading journal articles and books, undertaking research in the library, working on projects, and preparing for assignments, workshops and seminars.</p> <p>Your module tutor will direct you towards specific readings and/or activities to complete before class. They will have office hours so you can arrange tutorials to discuss any aspects of the module.</p> <p>For the individual research project in Year 3, you will undertake independent research working under the supervision of a member of the course team. You will meet with your supervisor regularly.</p>   |   |

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| Overall workload              | You will have approximately 12 contact hours per week in Years 1 and 2, depending on the modules that you select. You will also undertake up to 24 hours of independent learning and assessment activity per week.  | You will have approximately 12 face to face and online contact hours per week in Years 1 and 2, depending on the modules that you select. You will also undertake up to 24 hours of independent learning and assessment activity per week. |
| Academic input                | <p>The team consists of highly qualified academics with a range of expertise and experience.</p> <p>Most of our team members hold doctoral qualifications and all of them hold teaching qualifications. They are experienced, research-active lecturers who deliver research-informed teaching and have links with industry professionals. You should note that members of the teaching team might change.</p> <p>Postgraduate students sometimes assist in teaching and assessing some modules. However, experienced academics teach the vast majority of lectures and seminars, and they are available for tutorials and to offer further support.</p>  |  |
| <b>How you'll be assessed</b> |   |  |
|                               | <p>Each module has one or two formal, or 'summative,' assessments. Assessment methods include coursework assessments such as essays, reports, portfolios, presentations, individual and group projects, creative work, reflective pieces on practical projects, work-based case study and your final year research project. The grades from formal assessments count towards your module mark. Assessment procedures take account of not only your newly acquired knowledge and skills, but also the process of developing skills and the ability to apply knowledge and skills in situations relevant to the workplace.</p> <p>The course also provides you with opportunities to test your understanding of the subject informally before you complete the formal assessments that count towards your final mark. Modules normally contain a piece of practice or 'formative' assessment for which you receive feedback from your</p> |  |

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|   | tutor. Practice assessments are developmental and any grades you receive for them do not count towards your module mark. They are designed to help you improve your work before you submit it. |  |
| <b>Fees</b>   |  |  |
| UK/EU   | Full-time £9,250   |  |
|   | Part-time £4,625   |  |
| Overseas  | Full-time £13,000  |  |
|   | Part-time N/A  |  |
| <b>Course specific costs</b>  |  |  |
| Travel and Accommodation costs for Placements as part of the Professional Work Based Learning module. | Travel and accommodation costs for the fieldtrip module Global Experience – this is an optional module (costs not included in tuition fees)  |  |
| Professional accreditation  | N/A  |  |
| Industry links  | N/A  |  |
| <b>Other important information</b>  |  |  |
|   | N/A  |  |
| Date of publishing  | 29/6/2020  |  |