



Queen Margaret University

EDINBURGH

# Programme Specification

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement (BS)

1	<b>Awarding Institution</b>	Queen Margaret University
2	<b>Teaching Institution</b>	AKMI Metropolitan College
3	<b>Professional body accreditation</b>	None
4	<b>Final Award</b>	BA
	<b>Subsidiary exit awards</b>	N/A
5	<b>Programme Title</b>	Mass Communication and Media Arts (Majors: Film and Television Directing / Journalism)
6	<b>UCAS code</b> (or other coding system if relevant)	
7	<b>SCQF Level</b>	9
8	<b>Mode of delivery and duration</b>	FT – 1 Year/ P/T -2 Years
9	<b>Date of validation/review</b>	June 2011

## 10. Educational Aims of the programme

The aim of the course is to offer students a BA in Mass Communication and Media Arts, a high quality academic and vocational qualification, which focuses on the modern technological applications and that will meet the needs and challenges of the profession in Greece and in E.U. in general. This will be carried out through extensive tuition and practical application, as well as reinforcement of independent study.

The aims are:

- To provide a high quality academic and vocational qualification that will meet the needs and challenges of the profession.
- To integrate theoretical knowledge and vocational competencies relative to journalism, on the one hand, and film directing, on the other, using all the new technologies of their professions.
- To offer students the opportunity to study mass media related issues from a number of different perspectives and disciplines.
- To develop in students the capacity for critical, analytical and independent thinking in order to help them become more effective problem solvers in their particular field of interest.
- To encourage in students the realisation of their academic, intellectual and personal potential by providing structured systems of learning and support.
- To provide students all the necessary equipment for the use of information resources and learning technologies.

The objectives are:

- Demonstration of in-depth understanding of the conceptual and theoretical basis of the academic disciplines within the mass media in relation to journalism and film directing.
- Evidence of the ability to think critically, based on an in-depth rather than surface approach to learning.
- Application of the assimilated theory to the critical analysis of a diverse array of data and research in journalism and directing and the relevant problems arising as well as policies employed.
- In-depth learning and competence in the presentation and discussion, in both oral and written forms, of the complexities of mass media.
- Acquisition of skills of effective self-management, initiative and responsibility in relation to their own learning whether individually or in groups.

- Understanding of the multi-disciplinary nature of mass media through the enhancement of the ability to analyse related issues from a number of different perspectives and disciplines.
- Achievement of appropriate competence and awareness of a range of information technology applications.
- Demonstration of an awareness of ethical considerations and the requirement of appropriate ethical standards in the pursuit and application of their professions.
- Acquisition of the knowledge that is necessary for students to perform effectively in their chosen careers. This includes the students' ability to easily transfer from conventional media to the new ones and the general acquisition of transferable skills.

#### 11. Benchmark statements/professional and statutory body requirements covered by the programme

Quality Assurance Agency for Higher Education 2002

Subject benchmark statements: Communication, media, film and cultural studies

<http://www.qaa.ac.uk/academicinfrastructure/benchmark/honours/communications.pdf>

Quality Assurance Agency Code of Practice: Section 7 (2006)

Scottish Credit Qualifications Framework (SCQF) (2003).

This programme which is going to be delivered in Thessaloniki -Greece follows the rules and structures recommended by QAA, SCQF and QMU.

#### 12. Learning Outcomes of the Programme

Learning Outcomes of the Programme	A	B	C	D
Students will be able to explain the appropriateness of a research method			*	*
Students will be in a position to apply different research techniques			*	*
Students will appraise reported research findings on the basis of their validity and reliability		*	*	
Students will be able to compose research techniques used in the area of communications.		*	*	
Students will be able to organise the appropriate methods in order to estimate results in Mass Media		*	*	

To review the modernist and postmodernist theories in order to demonstrate their effect on culture and society	*	*		
To criticise the media as critical factors in the creation of subculture.		*		
Students will be sensitised to the messages of the mass media with respect to decoding and analysing them		*	*	*
Students will be provided with insight into the impact of the media on society and the extent to which they are capable of shaping social conscience	*	*		
Students will be able to manage media content critically by treating media in general and news production in particular in relation to the various discourses operating in our society	*	*		
Students will evaluate the way mass media operate within social frameworks and give rise to new cultures or subcultures, or corrode national cultures on the way to establishing a globalised cultural reality		*	*	

Demonstrate an ability to critically analyse the relationship between the media, politics and the public sphere in contemporary liberal democracies		*	*	*
Analyse the methods and tools employed by political parties in their attempts to influence the media and shape public opinion	*	*	*	
Evaluate the processes involved in the production of news and other media cultural forms	*	*	*	*

Assess the role of censorship and propaganda in information management in all kinds of TV programmes and the cinema. The influence of censorship and propaganda in media market.	*	*		
Students will identify media institutions as businesses	*	*		
Students will recognise the business side of the media and will appraise the demands placed on the media industry by market competition	*	*		
Students will examine issues pertaining to managing media organizations.	*	*	*	

Students will be aware of the nuances of the law as it relates to their profession.	*	*	*	*
Students will be able to assess the motives of industry processes and their effects on both market structure and the consumer-citizen	*	*	*	*
Students will be able to critically evaluate current economic and political debates surrounding each media technology	*	*		*

Students will be able to compare and contrast processes and outcomes on how and why a new technology is adopted.	*	*	*	
To enable students to distinguish the ability offered by a new technological method in order to apply it in their work.		*		
To experiment with the new technologies by applying them on their projects and evaluate their effects.		*	*	*
To compose the previous technology with the modern one.		*	*	*

Students will demonstrate in-depth knowledge of the digital medium in order to yield personal expression of the technology	*	*		
Students will be able to collect various formats in production in the digital environment			*	*
Students will be in position to schedule a sound plan of advanced effects and organise the digital image in production and post-production.			*	*
Students will design a technically and artistically full film project in digital medium			*	
Students will be able to prepare complete products by using cutting edge technology in their field of interest			*	
Students will be able estimate the medium and compose professional broadcast quality material.		*	*	

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Students will design a technically and artistically full film project in digital medium			*	
Students will be able to prepare complete products by using cutting edge technology in their field of interest			*	
Students will be able estimate the medium and compose professional broadcast quality material.		*	*	

Students will demonstrate knowledge of the ways that new technologies are applicable to the set and post-production		*	*	*
Students will critically employ the knowledge gained for the purposes of promoting and selling their work.		*	*	
Students will experiment with new technologies.		*	*	

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Students will experiment with new technologies.		*	*	

Students will be able to demonstrate ability to extract data in various formats and import them in appropriate software for processing.			*	
Students will employ the number of techniques used in processing data for extracting relevant information.		*	*	
Students will arrange the appropriate software, such as free-text database managers and statistical packages for processing data in order to exhibit accuracy, reliability and relevance.		*	*	
Students will organise personal search strategies and prepare their own search abilities and/or shortcomings			*	
Students will be in a position to compose data of various formats from various sources and process them for the purposes such as showing trends or testing a claim.		*	*	
Students will evaluate their findings in formats appropriate for use for a variety of purposes and intended audiences.		*	*	

Students will be able to recognize good practice in e-journalism and various types of writing for the web.	*	*		
Students will analyse and criticize visual design and layout by learning how to think creatively.		*	*	*
Students will reflect and engage with current issues and debates within the online and interactive media by recognizing that communication is an interactive process between sender and receiver and thus displaying a greater understanding of visual communication.	*	*	*	*
Students will be able to recognise some of the challenges that the Internet and World Wide Web represent to the traditional values and definitions of journalism and e-journalism in particular, to distinguish and compare the modern values of journalism with the traditional ones.	*	*		*
Students will present independent research in written form.			*	*

Understand the way of thinking and the working processes followed by the professionals in the market.	X	X		X
Recognise and analyse the organisational structure and the know-how of the working process applied.	X	X		X
Identify and practise the rules of conduct which are used between staff.	X	X	X	X
Materialise a research project on an aspect of the host organisation and work as professionals, in order to examine the different positions of the placements and to arrange the tasks undertaken.	X	X	X	X
Evaluate their duties according to their importance in order to be responsible and self-disciplined.	X	X	X	X

- A – Knowledge and Understanding
- B – Intellectual Skills
- C – Practical Skills
- D – Transferable Skills

### 13. Teaching and learning methods and strategies

- Core skills classes
- Tutorials
- Practical workshops
- Group creative projects

- Rehearsals & Performances Production
- Lectures and seminars
- Individual and group research

#### 14. Assessment strategies

Various types of assessment may be used including projects, essays, oral presentations (production of film and TV programmes which will be recorded in audiovisual digital format), assessed coursework etc.

The form of assessment and relevant weightings are given in the Module Descriptors.

##### *Assessment of a Module*

Following the QMU scheme, to pass a module a student must attain at least 40 % in the overall assessment. When assessment marks are aggregated, a student must obtain at least 30% in each element of assessment.

The final mark and grade of each student's performance is determined by the Board of Examiners. The Board also decides whether the student can be re-assessed if they fail a module.

If a student fails to attend the exams or submit assessment without good cause the Board of Examiners can decide that the student fail these assessments.

<b>Modules</b>	<b>Credits</b>	<b>Assessment</b>
Research Methods	10	Written essay of research (50%) 1,500 - 2,000 words. Written final exams (50%)
Mass Media & Modern Society	10	Written essay of research (40%) 1,500 – 2,000 words. Oral Presentation final exam (60%)
Media, Politics & the Public Sphere	10	Written essay of research (50%) 2,000 - 2,500 words. Written final exams (50%)
Media Management	10	Written essay of research 2,000 -2,500 words (100%)
New Technologies Applications In Mass Media	10	Written essay of research with an attached scenario of application 2,000 words (60%) Materialisation of the scenario in digital format with duration 00.30 -03.00 minutes (40%)
Media Law & Ethics	10	Oral presentation (50%) with duration 12.00-15.00 minutes. Written final exams (50%)
Computer-assisted Research & Reporting	10	Written essay of research 1,500 -2,000 words (100%)
E-journalism	10	Final written essay of research (100%)
Digital Filmmaking I	10	Submission of script (60%) Final Project (40%) storyboard or decoupage dvd with rehearsals & casting
New technologies on the Set & in the Post-Production I	10	Final written report editing plan (100%)
Digital Filmmaking II	10	Final Project and a journal with self evaluation report (100%)

New technologies on the Set & in the Post-Production II	10	Final written editing report (30%) Final Project (70%)
Internship	20	3 self-reports 3 evaluation reports (100%)

**15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)**

**Core Modules**

Module	Semester	Credits	Module	Semester	Credits
Research Methods	Winter	10	Media Management	Spring	10
Mass Media & Modern Society	Winter	10	Media Law & Ethics	Spring	10
Media Politics & the Public Sphere	Winter	10	New Technologies Application in Mass Media	Spring	10

**Strand 1 Modules: Journalism**

Module	Semester	Credits	Module	Semester	Credits
Computer-assisted Research & Reporting	Winter	20	Internship	Spring	20
E-journalism	Winter	20			

**Strand 2 Modules: Film & Television Directing**

Module	Semester	Credits	Module	Semester	Credits
Digital Filmmaking I	Winter	10	Digital Filmmaking II	Spring	10
New technologies on the Set & in the Post-Production I	Winter	10	New technologies on the Set & in the Post-Production II	Spring	10
Internship	Winter	20			

<b>Core Modules</b>	<b>60</b>		<b>Strand 1: Journalism</b>	<b>60</b>		<b>Strand 2: Film &amp; Television Directing</b>	<b>60</b>
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Total Credits for Top Up Year/ Strand: 120

## **16. Criteria for admission**

### *Age on entry*

Candidates must be at least 19 years of age in the year of entry. This is the age of graduation from IVT studies.

### *Minimum Entry Requirements*

The entry requirements for the BA in MASS COMMUNICATION & MEDIA ARTS are as follows:

1. Graduation (Lyceum) certificate with a total mark no less than 10 in the 0-20 mark scale
2. Successful completion of the two-year IVT AKMI Journalism or Film & TV Directing Course (Media Department. All students who have successfully completed the two-year IVT AKMI Journalism or Film & TV Directing Course can enter the BA in Mass Communication & Media Arts programme).
3. Interview with the Programme Leader and a member of the Course Committee.
4. Completion of an application form that is to be subsequently assessed by the Department's Course Committee.

### *Recognition of Prior Learning (RPL)*

All other candidates who do not come from IVT studies, like professionals without undergraduate studies or other special cases, will be evaluated by the Programme Leader and the members of the Course Committee.

The following candidates are also eligible for admission to the course:

- University graduates
- Transfers from Institutes of Post-Secondary and Higher Education offering similar specialisations.
- Professional journalists, directors, cameramen, editors with at least a three-year experience in their profession.

It is stressed however that the final decision for entry to the programme of a candidate with professional experience and/or prior learning is taken by Queen Margaret University. All other qualifications will be mapped against the SCQF framework and QMU standards of the division of Media, Communication and Performing Arts and as such will be dealt with on a case by case basis with credit being given if relevant.

## **17. Support for students and their learning**

QMU programmes normally provide the following student support:

- Personal Academic Tutors
- Student handbook
- Access to Academic Learning Services, Counselling Centre, Library and IT support
- Access to Student Services: careers, counselling, disability advice
- Representation through Student-Staff Committees

## **18. Quality Assurance arrangements**

This programme is governed by QMU's quality assurance procedures. See the QMU website for more detail: <http://www.qmu.ac.uk/quality/>