KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	**Faculty responsible for the programme** Faculty of Media and Communication
Final award(s), title(s) and credits MA English and Literary Media (180 credits, 90 ECTS)	
Intermediate award(s), title(s) and credits PG Diploma English and Literary Media (120 Credits 60 ECTS) PG Certificate English and Literary Media (60 Credits 30 ECTS)	
UCAS Programme Code(s) (where applicable and if known) n/a	**HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.** 100320 (60%) 100444 (40%)
External reference points - UK Quality Code as published on 3 May 2018 - The descriptor for a higher education qualification at Level 7 (Master's Level) as issued by the Framework for Higher Education Qualifications. - The Higher Education Academy's 'Report 15: taught MA in English' – this provides a greater level of subject-specific definition for a Master's degree in the relevant subject areas. - QAA Subject Benchmark Statement for bachelor's degrees with honours in English (QAA, February 2015)	
Professional, Statutory and Regulatory Body (PSRB) links None	
Places of delivery Bournemouth University	
Mode(s) of delivery Full time / Part time	**Language of delivery** English
Typical duration September Intake Full time – 12 months without an optional placement Full time – 12 months with an optional placement (alongside the dissertation in Semester 3) Part time – 24 months without an optional placement Part time – 24 months with an optional placement January Intake Full time – 16 months without an optional placement Full time – 16 months with an optional placement	
Date of first intake September 2019	**Expected start dates** September and January
Maximum student numbers 20	**Placements** Optional
Partner(s) Not applicable	**Partnership model** Not applicable
Date of this Programme Specification November 2022	
Version number 1.3-0925	
Approval, review or modification reference numbers E20181921, approved 05/04/2019 EC 1819 36, Editorial Correction, approved 29/07/19	

MA English and Literary Media
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FMC 1920 22, approved 09/06/20, previously version 1.1-0920
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PROGRAMME STRUCTURE

Programme Award and Title: MA English and Literary Media								
Stage 1 / Level 7 Students are required to complete 6 core units and choose 1 unit that is either dissertation or major project								

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Narrating Identities: Self, Texts and the World	Core	20		100		36	1.1	100320
Markets and Audiences	Core	20		50	50	31	1.0	100320 100444 Balanced
Interactive Storytelling	Core	20		100		32	1.0	100320 100444 Balanced
Publishing Cultures and Materialities	Core	20		100		36	1.0	100320
Culture and Controversy	Core	20		35	65	32	1.0	100320 100444 Balanced
Mediating the Nation	Core	20		100		31	1.0	100320 100444 Balanced
Dissertation	Option	60		100		7	1.0	100320
Major Project	Option	60		100		7	1.0	100320

Exit qualification:
MA English and Literary Media requires 180 credits at level 7
PG Cert English and Literary Media requires 60 credits at Level 7 PG Dip English
and Literary Media requires 120 credits at Level 7

Placement*: optional*, usually of a minimum 4 week duration in semester 3 for one year full-time and two year part time students. The placement is non-credit bearing and is assessed on a pass/fail basis (i.e. satisfactory completion of 4 weeks). The placement will appear on students' degree transcripts. Students are required to find their own placements. Students must comply with visa requirements. Placement should be aligned with the aims and subject areas of the programme (creative industries, communications industries, or similar.

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

- To enable graduates with first degrees (or equivalent) in subjects such as communication, English literature or cultural studies to develop their critical skills, subject understanding and creative capacity to a higher level, equipping graduates for a career in the media industry broadly defined; or for further study at doctoral level.

- The programme offers distinctive units with the emphasis on the study and analysis of cultural 'texts' within the context and history of print and digital media.

- The programme aims to produce flexible graduates who can think rigorously, critically, analytically and imaginatively and apply knowledge to practical situations. It will embed research skills in a process of continuous development, and aims to develop professional writing skills, for a potential career in the creative and media industries, or for further academic research at doctoral level. The strong oral communication and presentation skills they develop will enable them to present themselves and their ideas in a professional manner.

- All students explore the fundamental roles played by narrative in thought, society, literature and the media. They learn to critically evaluate a variety of texts drawn from film, television, the internet, literature and popular culture, and to relate those texts to the wider fields of which they are a part.

- A process of embedding research skills is integrated into the programme delivery as ongoing supported activities.

- Employers of English and Literary Media graduates are looking for lifelong independent learners who have strong communication skills and the ability to work in teams. This is reflected in the aims and intended learning outcomes of the programme. Graduates of the programme enter a wide range of careers, including management, the communication industry, the creative and media industries and teaching. Similarly, the programme provides training and development for those who wish to progress to further study at doctoral level.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

Our response to the sector need to renew English Studies for the C21st is informed by the BU2025 Strategy of Fusion, in that elements of professional practice (media, publishing, markets, audiences) are combined with society-oriented thematic issues aimed at social enrichment not otherwise primarily addressed in competing English MAs. Furthermore, the professional practice that we combine with our research-based teaching and teaching methods is not merely an additional perspective but an object of research itself (our research into industry's delivery of narrative and fiction), thus creating a unique inspiring learning experience, and advancing new knowledge in the field of English studies.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level Major Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a team comprising senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

All units are weighted towards shared expertise, with delivery team members positioned to co- and cross-teach.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME INTENDED PROGRAMME OUTCOMES

A: Subject knowledge and understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of*:*	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
A1 the work of major thinkers, and a sophisticated engagement with debates and intellectual paradigms relevant to the study of communication across a range of media **A2** different ways in which literature and culture are produced and analysed in a range of different media **A3** the conventions, critical vocabulary and professional aptitudes relevant to different areas of the fields of English and Literary Media **A4** different critical definitions of English and Literary Media **A5** how 'texts' are created and analysed in a range of different media such as fiction, drama, film, television and online.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A5) • seminars (A1 – A5) • directed reading (A1, A4) • use of the VLE (A3, A5) • independent research (for dissertation and units assignments) (A1, A5) Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework essays (A2 - A5) • critical research papers (A2 - A5) • Dissertation (A1- A3)
B: Intellectual skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
B1 think critically, logically and creatively **B2** critically evaluate one or more cultural 'texts,' supported by reference to relevant academic and professional conventions **B3** generate an individual research agenda and carry out independent research in line with that agenda **B4** apply detailed analytical skills including the ability to generate a clear argument or interpretation **B5** analyse, synthesise and respond to a range of ideas, concepts and attitudes	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B4) • seminars (B1 – B4) • directed reading (B2, B5) • use of the VLE (functionality of BrightSpace incl. discussion boards, quizzes, chat function) B2 – B6)

B6 undertake innovation in the research and/ or creative work currently existing in the fields of English and Literary Media.	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • critical research papers (B1, B2, B4, B6) • field report (B5) • coursework essays (B1 - B5) • dissertation/major project (B1 – B6) • assessed presentations (B1, B3, B4, B6)	
C: Practical skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:	
C1 produce high quality professional writing for an intended audience/readership **C2** undertake advanced textual analysis of a variety of forms and genres while also relating analysis of individual 'texts' to a broader field **C3** use appropriate communication skills to interact effectively in a variety of social and professional contexts **C4** conduct primary and secondary research and present it appropriately using current conventions **C5** critique, analyse and close-read texts in a range of different media.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C2) • critical research papers (C2, C4, C5) • field work (C1, C3, C4) • independent research for critical research papers and dissertation/major project (C1, C2, C5) • practical Workshops (C3) • group exercises (C3 – C5)	
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • critical research papers (C2, C4, C5) • field report (C1, C3, C4) • mock conference paper (C1, C3) • coursework essays (C1, C2, C3, C5) • dissertation/major project (C1, C2, C5)	
D: Transferable skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:	
D1 communicate effectively in academic and professional contexts **D2** work productively both independently and in groups/ teams **D3** construct complex arguments **D4** present and defend ideas orally and in writing **D5** produce appropriately referenced work to a given format, brief and deadline **D6** summarise and synthesise a high volume of complex material succinctly.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • seminars (D1- D6); • group exercises (D1, D2, D4, D6) • independent research (D1 - D6) • gaming (D2) field work (D2, D6)	
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework essays (D1- D6) • critical research papers (D1 – D6) • field reports (D2 – D4, D6) • mock conference paper (D2 – D4, D6) • assessed presentations (D2-D4, D6) dissertation/major project (D1-D6)	

ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: MA English and Literary Media | Bournemouth University

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register (https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx) for a full list of approved Recognition arrangements and agreed entry criteria.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved recognition route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The assessment regulations for this programme are the University's Standard Postgraduate Assessment Regulations.

Regulations for PG taught programmes are here:
https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.pdf

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Placement is an option made available. However, as the programme is a one year full-time non-vocational degree, it becomes challenging for students to undertake during the intensive study of one year, and would have to occur during semester three in tandem with dissertation/major project. For part time students, placement is a more feasible option, and would fall during semester three of year one. Should a student request a placement we advise this to be a minimum of four weeks.

The placement provides the opportunity for students to integrate the academic and skills-based learning acquired from units during the previous semesters, enabling students to analyse and evaluate their own learning in the context of self and employer appraisals. It allows students to develop their abilities and understanding of English and Literary Media and related subjects, and provides a platform for successful entry into the profession following graduation.

Graduation is not conditional on completing a placement and placement is not defined as a credit-bearing unit. It is assessed on a pass/fail basis using the log book and employer appraisal. Students must have completed their placement the minimum of four weeks before the final Assessment Board. If undertaken, to complete a placement students must:

- Complete a minimum of 4 weeks satisfactory work experience

- Complete the placement log book satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in

- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the Placement Development Advisor and the student.

Programme Skills Matrix

Units		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
		Programme Intended Learning Outcomes																					
L E V E L 7	Dissertation	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
	Major Project	x	x	x	x	x	x	x		x	x	x	x				x	x	x	x	x	x	x
	Narrating Identities: Self, Texts and the World	x		x	x	x	x	x	x	x	x		x	x		x	x	x	x	x		x	x
	Markets and Audiences	x	x	x				x	x	x	x	x		x		x	x		x	x		x	x
	Interactive Storytelling		x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x		
	Publishing Cultures and Materialities	x	x	x	x	x	x		x	x	x		x	x	x	x	x		x	x	x		x
	Culture and Controversy	x	x	x		x	x	x	x	x		x	x	x		x	x		x	x	x	x	x
	Mediating the Nation	x	x		x	x		x	x	x	x	x	x	x	x		x			x	x	x	x

A – Subject Knowledge and Understanding	C – Subject-specific/Practical Skills
This programme provides opportunities for students to develop and demonstrate knowledge and understanding of: 1. the work major thinkers, and a sophisticated engagement with debates and intellectual paradigms relevant to the study of communication across a range of media 2. different ways in which literature and culture are produced and analysed in a range of different media 3. the conventions, critical vocabulary and professional aptitudes relevant to different areas of the fields of English and Literary Media 4. different critical definitions of English and Literary Media 5. how 'texts' are created and analysed in a range of different media such as fiction, drama, film, television and online	This programme provides opportunities for students to: 1. produce high quality professional writing for an intended audience/ readership 2. undertake advanced textual analysis of a variety of forms and genres while also relating analysis of individual 'texts' to a broader field 3. use appropriate communication skills to interact effectively in a variety of social and professional contexts 4. conduct primary and secondary research and present it appropriately using current conventions 5. critique, analyse and close-read texts in a range of different media
B – Intellectual Skills	**D – Transferable Skills**
This programme provides opportunities for students to: 1. think critically, logically and creatively 2. critically evaluate one or more cultural 'texts,' supported by reference to relevant academic and professional conventions 3. generate an individual research agenda and carry out independent research in line with that agenda 4. apply detailed analytical skills including the ability to generate a clear argument or interpretation 5. analyse, synthesise and respond to a range of ideas, concepts and attitudes 6. undertake innovation in the research and/ or creative work currently existing in the fields of English and Literary Media	This programme provides opportunities for students to: 1. Communicate effectively in academic and professional contexts 2. Work productively both independently and in groups/teams 3. Construct complex arguments 4. Present and defend ideas orally and in writing 5. Produce appropriately referenced work to a given format, brief and deadline 6. Summarise and synthesise a high volume of complex material succinctly