Programme Specification

Programme award and title: MSc in Digital Media, Publishing and Law

SCQF Level: 11  SCQF Credit Value: 180

Educational aims of the programme:
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

- The MLitt in Digital Media, Publishing & Law offers a flexible interdisciplinary exploration of key contemporary developments shaping the creative industries. Core modules explore legal, theoretical and industrial perspectives on the digital communications environment. Optional modules offer students the potential to specialise in aspects of media, law and/or publishing studies, which is developed further by the final independent research project. It will benefit those seeking to develop their understanding of contemporary communication and its legal, regulatory and industrial contexts.
- This degree will be of particular interest to those who plan to work in the creative industries, as well as those already working in this field. It will benefit those seeking a competitive edge in a careers market that values high-level skills in communication, research and critical thinking. It will also provide an excellent preparation for those wishing to continue their studies to PhD level.

Intended programme learning outcomes:
Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student’s personal development planning (PDP) and future employability.

Knowledge and understanding
- The programme will provide students with:
- Knowledge and understanding at taught masters level which is appropriate to careers specialising in the creative industries or provide foundation to PhD level study.
- A thorough knowledge of the media, and publications and communications industries: their operation, management, regulation and cultural significance.
- An understanding of the context and frameworks affecting the creative industries.
- An advanced knowledge of substantive content and theoretical context of issues relating to the disciplines contributing to the programme.
- An critical understanding of the interaction of these multi-disciplinary issues affecting the creative industries.

Subject-specific skills and other attributes
- Students will develop the following subject-specific skills:
- Develop insight into the impact of new technologies on media and cultural theory and practice.
- Analyse and evaluate current policy and law and the different approaches to legal analysis.
- Identification and development of skill sets appropriate to different sectors of the international publishing and communications industries
- A set of key competencies in creation of intellectual property assets.
- Enhance their ability to undertake detailed textual analysis within an understanding of relevant theoretical frameworks.

Generic skills (e.g. information skills, communication skills, critical, analytical and problem solving abilities) and other attributes
- As the programme aims to equip students for a career in the creative industries or to undertake further research, emphasis is placed on the following transferable and highly valuable generic skills and qualities, all of which will enhance personal development and employability:
- Written and oral communication: engage in academic debate in a professional manner using a wide range of media formats to present well-structured, clear and concise specialist material.
- Analytical and problem solving: identify, understand, interpret and evaluate relevant subject specific arguments by others and construct independent arguments.
Self management: the ability to work both independently and as part of a team; the ability to work under pressure with a demanding workload to and meet set deadlines.

Teamwork - the ability to work as a member of a team which is an essential attribute of working within the creative industries.

Information management skills through the use of IT (including use of Word Processing, publishing and design software etc.)

Learning, teaching and assessment strategies:
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

- Learning, teaching and assessment on the programme is designed to meet the learning outcomes above.
- All modules have previously been approved and are currently within TPG in the School of Arts and Humanities.
- All modules are delivered by small group learning and teaching which aims to provide opportunity for interaction with staff and to develop communication skills, also to allow discussion of key issues. In addition on occasion students will be asked to make formal and informal presentations in these groups.
- Students are encouraged and expected to undertake independent study. Students are expected to read widely from a variety of sources. The necessity of independent study culminates in the dissertation written in the Summer. This piece of work provides students with opportunity to produce independent research on their chosen area.
- An integrated approach will be made by the various Divisions involved from the School of Arts and Humanities to enable use to be made of the range of appropriate assessment methods including essay, presentation, and other written assignments, group work and/or exam.
- Intellectual Property Law module (core) provides students with an understanding of how law regulates and protects the main forms of intellectual property and inter alia covers patents, copyright and trademarks.
- Information Technology Law module (optional) introduces students to the impact that computers and the Internet are having on the development of the substantive law and legal process. The module provides knowledge on the legal regulation of the Internet and the legal ramifications of computerisation.
- Sports Law module (optional) covers a wide range of issues in this area including EU free movement and competition law within a sporting context.
- Publishing Dynamics module (core) introduces different market sectors, introduces concepts of publishing finance and intellectual property and analyses current public trends in publishing processes.
- Marketing Management and Communication module (optional) introduces marketing theory and practical publishing in order to develop a range of strategies for effective promotion of publishing products through traditional and digital media.
- Skills for Publishing Management module (optional) enables students to develop management skills crucial to publishing.
- Digital Culture module (core) provides a broad insight into the digital media environment. It will allow the students to understand the key dimensions of transition to networked digital media.
- Media Economics module (optional) equips students with an understanding of economic and financial concepts relevant to management in the media sector. An understanding of the economics of media is achieved by relating economic theory to business practice across a range of media activities in the course material and bi-weekly tasks as well as links to corporate media websites.
- The Media Regulation and Policy module (optional) is designed to facilitate a progressive understanding of the theoretical and institutional structure of media-policy making.
- The Media Rights module (optional) through a structured programme of materials and case studies, builds up students’ knowledge and critical understanding of copyright focussing on rights protection and exploitation.
- The Practice of Cultural Theory module (optional) introduces students to the key theories relating to media and cultural studies. The emphasis is on engaging with primary texts and their appreciation to contemporary examples of media and cultural practice.
- Advertising module (optional)
- The Research module (core) provides students with an understanding of the general principles of social research and of qualitative and quantitative methods. The module is also designed to prepare students to design and carry out empirical research project.
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