Programme Specification

<table>
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<tr>
<th>Programme award and title:</th>
<th>MLitt in Media and Culture</th>
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<tr>
<td>SCQF Level:</td>
<td>11</td>
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<tr>
<td>SCQF Credit Value:</td>
<td>180</td>
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Educational aims of the programme:
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

- The aim of this programme is to enable students to develop theoretical understanding and research expertise in Media and Culture at an advanced level. The programme will examine a range of historical and theoretical approaches, and take account of the impact on these subject areas of the digital environment.

- By equipping students with appropriate research methods and theoretical frameworks, the programme will provide a sound preparation for those wishing to continue their research at 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
- Students will develop a sophisticated critical understanding of the interdisciplinary nature of Media and Cultural Studies and of the variety of theoretical approaches informing these cognate subject areas.
- Students will have an informed understanding of key debates within these fields
- Students will develop a critical and reflexive appreciation of the variety of research methods available, within both social sciences and humanities frameworks, to undertake advanced-level research in the subject areas.

Subject-specific skills and other attributes
- Students will enhance their ability to undertake detailed textual analysis within an understanding of relevant theoretical frameworks
- Students will develop confidence in deploying relevant research and conceptual approaches in pursuit of their own areas of interest via specialist options and the dissertation
- Students will gain insight into the impact of new technologies on media and cultural theory and practices
- Students will have a developed appreciation of the value of presenting their ideas through a variety of media forms.

Generic skills (e.g. information skills, communication skills, critical, analytical and problem solving abilities) and other attributes
- Students will gain confidence in research and information-processing skills, critical and analytical thinking, problem-solving, and developing coherent and persuasive arguments in their oral presentations and written submissions. They will also enhance their communication, negotiating and group-working skills, their capacity for independent and self-directed study and their ability to work to tight deadlines and specific briefs.

Learning, teaching and assessment strategies:

ARO 29b : August 06  PG
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

- Students will be required to attend and participate fully in a structured, progressive series of lectures, seminars and presentations designed for and tailored to the needs of the course. They will also be required to read and research widely and independently. It is intended that the assignments they submit function as formative as well as summative exercises.
- Assessment will include a variety of approaches to ensure that all learning outcomes are encompassed. In addition to extended essays, designed to test theoretical and analytical skills, and an extended research-based dissertation, assignments will test group-working, problem-solving and oral presentation skills, and will also enable students, in appropriate modules, to relate theory to media practice in an applied manner (e.g. in web-based communication).

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<th>Professional/statutory body accreditation or recognition:</th>
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Further details:

Entry requirements: [http://www.external.stir.ac.uk/postgrad/index.php](http://www.external.stir.ac.uk/postgrad/index.php)

Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)

Relevant Subject Benchmark statement (if applicable): [http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp](http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp)


Introduction/revision date: